

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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## ALL PRODUCTION RECORDS BROKEN

### DODGE BROS., INC., NOW IN CONTROL OF GRAHAM BROS.

Ray A. Graham Becomes General Manager of Dodge

Special from A. D. N. Detroit Bureau

**D**ETROIT, Mich., Nov. 24.—With the absorption of Graham Brothers by Dodge Brothers, Inc., several changes in the status of the chief officials of both companies have been effected.

Frederick J. Haynes continues as president of Dodge, and also becomes chairman of the executive committee, succeeding Edwin G. Wilmer, who becomes chairman of the board. H. H. Springfield is vice-president, in charge of finance for the company.

Ray A. Graham, secretary of Graham Brothers, becomes general manager of Dodge Brothers, and with his brothers, Joseph B. and Robert C., takes a seat as a director of Dodge.

Mr. Haynes, in discussing the changed status, says: "Graham Brothers have been a division of Dodge Bros., Inc., for some time, in that the organization utilized the Dodge Power plant in its trucks, and marketed its product through our dealer organization. We have fostered the development of the Graham Brothers business because we appreciate the importance of a dealer organization specially trained in marketing trucks—and because we have been fully aware of the present and the growing importance of the truck market."

"The bus field, in which Graham Brothers already are active, will be stressed in the new combination. Buses will be sold in increasing thousands every year, and the market is wholly without limit. Many fleets of Graham buses are in operation in all parts of the world. In Detroit alone 140 Graham buses are acting as feeders to municipal street car lines."

"Furthermore, the opportunities for expansion of the truck and

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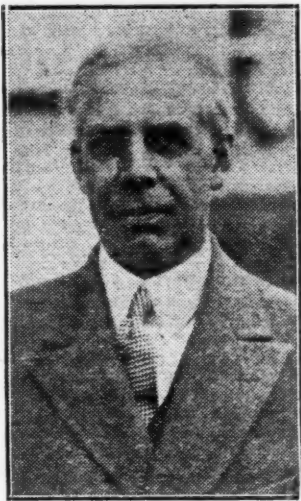
### Yellow Cab Co. Has Record Business

Chicago, Ill., Nov. 24.—John Hertz, president of the Yellow Cab Company here, says indications are his company will enjoy the biggest year's business in its history. November cab receipts up to date are approximately 10 per cent. higher than last year.

Hertz states the company is now operating 2,605 cars. During the first ten months of the year 561 new vehicles were purchased and 747 old ones retired.

New cabs costing \$1,410,000 were paid for out of earnings and those retired were fully depreciated on the books of the company. The company has no indebtedness of any kind except current bills discounted monthly.

**FREDERICK J. HAYNES**, president of Dodge Brothers, Inc., who becomes also chairman of the executive committee as a result of the changes in organization due to the purchase by the company of the controlling interest in Graham Brothers.



### KELLY TRUCK CO. FACTORY BOUGHT

New York Interests Acquire All Property Of Concern

Springfield, O., Nov. 24.—The plant, real estate, equipment and other property of the Kelly-Springfield Motor Truck Company, was sold today by Pearl A. Lewis, master commissioner, to a group of New York men, who purchased bonds of the firm from the McMillan interests of New York and thereby obtained financial control of the company. The bid of \$340,000 by Charles C. Jameson, representative of the New York syndicate, was the only bid received.

Mr. Lewis announced that efforts would be made immediately to obtain a confirmation of the sale from Common Pleas Judge F. M. Krapp, under whose order the sale was made, in order that the plant might be turned over to the purchasers at once. The sale occurred in connection with the suit of the Bankers Trust Company of New York against the Kelly-Springfield Motor Truck Corporation, resulting from the defaulting by the truck company on bonds totaling \$1,800,000.

Edward L. White, a member of the syndicate which purchased the plant, said that, although he could not make a formal statement of the plans of the group, the plant would soon be reopened with a larger force than for some time past and that a new company would be organized to continue the business on a larger scale.

The group which qualified for the bidding was composed of H. W. Torney, Charles C. Jameson, Edward L. White and Philip Farley. They posted a certified check for \$15,000 in order to qualify.

Besides these men, the others from New York city interested in the sale are R. D. Morley, Pearly H. Noyes, Frund Hoar, Sherman B. Randall and George L. Kobbe.

### Automotive Output for October Sets New Mark

**W**ASHINGTON, Nov. 25.—All records for production of passenger cars and trucks were broken during October, figures made public today by the Federal Bureau of Census confirming earlier reports that American manufacturers had reached the peak month in the history of the industry.

The Census Bureau officials are of the opinion that the large production during October was influenced by the announcement of new models, purchasers of new cars apparently holding off during August and September in order that they could buy the late models that were being announced for future delivery.

As a result of this tendency, it is pointed out, factories were swamped with orders during October in order to meet the demands of distributors and dealers.

Production of automobiles in October in the United States and Canada totaled more than 452,000, as against 260,881 in the same month in 1924. The government's figures are compiled on the basis of reports received from 180 manufacturers for recent months, seventy-one making passenger cars and 126 making trucks, while seventeen build passenger models and trucks.

New York, Nov. 24.—October was also the high month of the year in automotive parts and accessories business, according to figures compiled by the Motor and Accessory Manufacturers' Association. A representative group of members of the association reported October shipments to customers running ahead of all

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### Hudson Output Is Double That of 1924

**D**etroit, Nov. 24.—Hudson Motor Car Company last week turned out car No. 256,000 for 1925. This is twice the number of cars made in 1924, and compares with 88,000 Hudson and Essex cars turned out in 1923, and 60,000 built in 1922. Approximately 98 per cent. of the company's output is closed cars and 90 per cent. coaches.

### BRANCH MANAGER FOR OLDSMOBILE PROMOTED

**S**t. Paul, Minn., Nov. 24.—E. F. Glenny, formerly branch manager for Oldsmobile for this territory, goes immediately to Lansing, Mich., to be supervisor of territorial organization at the factory.

R. L. Samuel will remain as assistant branch manager.

Roy Pearce, northwest manager of the General Motors Acceptance Corporation, was a guest of honor at a dinner given Mr. Glenny.

He spoke on the present plans of that financial organization in making possible the best automobile finance rates for the purchase of cars since this method has been in vogue.

### FLAMES DAMAGE TIRES

**E**lgin, Ill., Nov. 24.—The National Rubber Company, 108-110 Brook St., was the scene of a \$10,000 fire. Stock loss will be about \$6,000, chiefly to tires, tubes and accessories.

### FIRESTONE SELLS \$10,000,000 OF 7 P.C. PREFERRED

Stock Sold to Increase Working Capital—Is Snapped Up

**N**EW YORK, Nov. 24.—An additional issue of \$10,000,000 7 per cent. cumulative preferred stock of the Firestone Tire and Rubber Company was heavily oversubscribed in a short time after its offering in the New York market today.

The stock was priced at 99 and accrued dividend. The proceeds will be used as additional working capital to meet the needs of the company's rapidly expanding business, according to Harvey S. Firestone, president.

The Firestone, Co. besides being one of the largest manufacturers of automobile tires in the world, is engaged, through subsidiary companies, in the manufacture of steel rims, rubber goods, rubber boots and shoes, and controls cotton mills in which tire fabrics are manufactured.

Figures were made public in connection with the financing showing that the net income of the company and its subsidiaries in the United States, after providing for 6 per cent. preferred stock dividends and the retirement fund, averaged \$7,306,833 a year for the four years ended October 31 last, equivalent to more than five and one-half times the annual dividend requirement of the 7 per cent. preferred stock to be outstanding upon completion of the present financing.

For the year ended October 31 last the balance available for the 7 per cent. preferred stock was \$11,811,653, or more than nine times the annual dividend requirements. Under the terms of the issue the company is required to apply not less than 10 per cent. of its annual net earnings, after providing for all charges, preferred dividends and the retirement fund for the 6 per cent. preferred stock, to the purchase or redemption of 7 per cent. preferred stock at not exceeding 110. After giving effect to the financing the balance sheet shows current assets more than seven and a half times current liabilities, and net current assets of more than \$43,500,000.

The company's outstanding capital, after the completion of this financing will consist of \$8,000,000 of 6 per cent. cumulative preferred, \$100 par value; \$18,380,900 7 per cent. cumulative preferred, \$100 par value, and 358,026 shares of common stock.

### NOTICE

The Automotive Daily News will not publish on Thanksgiving Day. Both the passenger car registration table, which usually appears on Thursday, and the commercial car registration table, which is scheduled for Friday, will be printed in the following Monday issue.



## BRITISH MFRS. ASK NEW DUTY

### Auto Industry Wants a 33 1-3 Per Cent. Tariff On Imports

London, Nov. 24 (U. T. P. S.).—The Association of Motor Manufacturers has made application to the British government for the imposition of an import duty of 33 1-3 per cent. on foreign commercial automotive vehicles entering this country.

Being excluded from the protection afforded the automobile section of the industry by the re-imposed McKenna tariff, the manufacturers are endeavoring to get what they want through the medium of the Safeguarding of Industries Act. The procedure under this is that the industry has first to convince the government that it is of importance, and that it can make out a case for protection.

A committee is then appointed by the government to take evidence on both sides of the case, sift this, and report whether a duty should be imposed or not. If such report is favorable, the duty is imposed. Any industry has to prove that it is suffering from unfair foreign competition from any country, such as may be caused by lower wages, lower taxation or depreciated currency, and the duty is made operative not only against that country but against all others. The commercial vehicle manufacturers have, therefore, only to prove that their trade is damaged by French and Italian trucks produced by operatives working for lower wages than those paid here, and the duty, when imposed, will become operative against U. S. A. imports as well.

While the average wage rates paid here are about 29 cents an hour, the manufacturers assert that these are respectively 15 and 13 in France and Italy.

The extension of the McKenna duty to commercial vehicles was opposed by users, but this attitude has now changed and the present application has the support of the Commercial Motor Vehicle Users' Association. This revision of opinion has been brought about by the conviction that there will be sufficient competition for business among British manufacturers to keep prices down.

As it is now, the latter say that the only way they can reduce their prices is through increased production, and the immediate way to do this is reserve the home market for the British-made vehicle. Likewise, when this is done and prices have been reduced there will be better opportunities for building up a big export trade. If they do not get the protection asked for they will not be able to produce in sufficient quantity to maintain the industry.

## Rolls-Royce Co. To Make Planes

Springfield, Mass., Nov. 24.—Claude Johnson, managing director of the Rolls-Royce Company of England, has made a promise that within a few years 10,000 workmen will be employed at the local Rolls-Royce plant. This factory will eventually turn out airplanes as well as high-grade automobiles. Johnson's promise was made before a luncheon of business men at the Longmeadow country club.

Springfield was pictured as a center of future aircraft construction and commercial air transportation. The speaker made no definite assertion as to the time when this will come to pass but used the word "eventually," however, in no uncertain terms. He said that within five years the employment at the East Springfield plant will total

## Dealers Find Commission Plan Stimulates Salesmen

This is the ninth of a series of expressions by dealers on the salesman salary question.

CANTON, O., Nov. 24.—Without exception the salesmen employed by automobile dealers in Canton and the immediate vicinity are paid in commissions on their sales.

Only one instance was found where this plan was not in effect. The dealer in question allows his salesman a drawing account not to exceed \$150 a month. A bonus on sales also is made by this company. So far as is known this plan has had no tendency to attract salesmen from other dealers who are working on a commission basis.

Dealers are of the same opinion that salesmen working on a commission basis, consider themselves in business for themselves and in order to make a worthwhile salary must plan and conduct their salesmanship work systematically.

It is the plan here for a salesman to get out and dig up his prospects early in the month, visit them at least twice before the middle of the month and then go after them with a vengeance the last two weeks in the month in an effort to close the sale.

Most every dealer has a black-board system of keeping tab on salesmen's efforts and each month the standing is recorded on the board showing the number of cars sold by each salesman. Usually an award of some kind is offered for the highest number of sales during the month. The giving of bonuses is not popular here. Most all dealers are in favor of contests.

Salesmen generally are allowed an exclusive prospect list, must visit the prospect at least twice a month and then if the prospect fails to materialize into a sale, the card is placed back into the file at the end of ninety days and every salesman gets a chance at it. The town is too small for restricted territory and salesmen are permitted to get prospects anywhere they can find them.

### KANSAS CITY

Kansas City, Nov. 24.—"Straight commission is the only business-like method of paying motor-car salesmen," H. Sight of the Sight Bros. Motor Company, Chevrolet dealer, asserts. "Salary, salary and commission or a drawing account have a tendency to make the salesman lazy. If he is on a commission he knows he has to produce to make money. Our policy is to pay a straight commission, but in dull seasons allow advances, if necessary, to salesmen that make good."

"The only business-like way to pay motor car salesmen is on a straight commission basis," is the view of George A. Wood, sales manager of the Nash-Nevy Motors, Nash-Ajax distributors.

"We pay our salesmen a straight commission with a drawing account and final settlements at certain periods. We allow the drawing account to save the trouble of final settlement on each sale. All salesmen are allowed to handle the prospects they obtain with the prospects coming through the office divided up as equally as possible. We do not limit salesmen to any given territory in our jurisdiction and don't believe it should be done except on the lower priced cars."

### CONCORD, N. H.

Concord, N. H., Nov. 24.—Automobile dealers in Concord hold different opinions of the method by which salesmen should be paid. Several of them believe that a straight salary is the best method, especially those dealers who handle high priced cars. Others pay salaries with a small commission as a bonus for each car that is sold—just enough commission, they explain, to serve as a spur to the greatest efforts.

Hall Brothers, Ford dealers, find their system of payment on the

Each salesman is given an exclusive prospect list and a card index of it is kept. The salesman has to see the prospect at least once a month and make his report. If he fails to see the prospect before the expiration of a month's time (unless he notes on the card that it is to hang over longer), he automatically loses the chance to receive his commission on that buyer.

The territory of the salesmen is unlimited. They may go anywhere in the city or the surrounding towns that they want to. It is the belief of Hall Brothers that each salesman has his clientele, made up of his friends, and he should not be restricted geographically.

When a car is sold, the name of the buyer is sent down to the head of the mechanical department. The foreman has to fill out a report that he has seen the buyer and that he was satisfied. Two weeks later, he same name is sent down to the foreman and the same process gone through, and then it is repeated at the end of six weeks.

If the salesman's prospect goes to the garage and buys a car, the commission automatically is credited to the salesman's account.

## Three Changes in Olds Personnel

Lansing, Mich., Nov. 24.—D. S. Eddins, general sales manager of the Olds Motor Works, located here, today announced the creation of two new positions in the sales department, with three changes in the



E. J. Shassberger

personnel as a result. Eddins, and supervisor of territorial representation. E. J. Shassberger, a member of the Olds family since 1919, goes from advertising manager to manager of territorial analysis, and E. F. Glenn, manager of the Minneapolis branch of the Olds, comes to Lansing to take the other new position.

R. M. Wilmot Shaw, who has been assistant advertising manager of the Olds since 1922, becomes advertising manager.

The announcement of the changes in the factory personnel was made following a meeting of sales executives which was attended by ninety distributors and branch managers, representing Oldsmobile distribution in every section of the country.

## States' Problem on Plates Up in Air

St. Paul, Minn., Nov. 24.—Mike Holm, Minnesota secretary of state, today denied any knowledge of a proposed conference of secretaries of state of Iowa, Wisconsin, North and South Dakota and Minnesota for the purpose of arranging a plan of reciprocity in the registration of trucks operating between the borders of the states.

Holm declared: "Enforcement of the law, so far as it requires that motor vehicles shall not be operated on the public streets and highways without displaying proper number plates, rests entirely with the regularly constituted local police authorities."

### RUSSIA SELLS GAS

London, Nov. 24 (U. T. P. S.).—The Soviet government is gradually succeeding in establishing in Britain a chain of gasoline depots, where products obtained from confiscated properties in Russia

## Synthetic Gasoline Flooding Markets

Special from A. D. N. Washington Bureau  
Washington, Nov. 24.—Synthetic gasoline is being invented in nearly every civilized country, which means everywhere that automobiles are operated, according to reports received by the American government.

The latest contribution is the new fuel invented by a Norwegian civil engineer. It is known as "Norsk Kraft Olje," contains wood spirits—such as "real pre-war stuff"—and hydrocarbon and is reported to cost about 30 per cent. less than the price of gasoline.

The process under which the fuel is produced has been patented.

## NEW PRODUCTION RECORD IS MADE

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months of the year, including the spring peak in April.

Shipments of parts and accessory makers for car and truck equipment were largely responsible for the tremendous October record. October deliveries for original equipment were 214 per cent. of the January figure as compared with 179 per cent. in September and 183 per cent. in April, the previous peak of the year. The tremendous gain in original equipment business which included heavy shipments by several large manufacturers of closed bodies, wheels and kindred products, brought the total shipments for companies reporting from all divisions of the industry up to 183 per cent. of January as compared with 158 per cent. for September and 168 per cent. for April, the previous high month.

Shipments of replacement parts to wholesalers aggregated 131 per cent. of January as compared with a total in September even with January and 130 per cent. in August. Accessory shipments to the trade exclusive of vehicle manufacturers aggregated 163 per cent. of January as compared with 155 per cent. for September and 193 per cent. for April, the previous high month. Shipments of service equipment, that is, repair-shop machinery and tools, in October ran even with January as compared with 123 per cent. of January in September and 113 in August.

M & A. M. A. members reported their plants operating in October at an average of 32 per cent. capacity as compared with 78 per cent. in September. November business is also reported to be proceeding at a record pace for this time of year and prospects for the rest of 1925 and early 1926 are excellent.

## ONTARIO MOTOR OFFICIAL LEAVES \$517,449 ESTATE

Montreal, Nov. 24.—The will of the late Lloyd Harris of Brantford, Ontario, president of the Russell Motor Car Company Ltd., disposes of an estate of \$517,449, of which \$113,100 is in preferred stock of the Russell Motor Car Company, Ltd.

## Dodge Bros., Inc. Assumes Control of Graham Bros.

(Continued from Page 1)  
commercial car business in the foreign field are tremendous, and Robert C. Graham, director of the commercial car and truck division of Dodge Brothers, Inc., is now in Europe developing plans for the extensive increase of the foreign marketing organization.

Until the present time, Dodge Brothers, Inc., has had no financial interest in Graham Brothers and no participation in their earnings.

Graham Brothers factories are located in Detroit, Evansville, Ind., and Stockton, Cal. There is also one in Toronto, called Graham

## U. S. EXPORTERS DO NOT SUFFER

### Can Often Sell Products In Europe Lower Than Competitors

Special from A. D. N. Washington Bureau

Washington, Nov. 24.—Despite all the added charges incident to exporting it is possible for American automobile and trucks manufacturers to deliver their products in various foreign markets at prices often lower than those produced in the same countries, it is indicated in a survey just completed by the government's commercial attaches abroad and made public today by Irving H. Taylor, acting chief of the automotive division of the Department of Commerce.

"The exporter is familiar with the cost of export boxing, inland and ocean freight, marine insurance and duties," said Mr. Taylor, "but in this survey there is given results of a study into the perhaps 'invisible' or incidental charges paid by the automobile dealer abroad that so materially affect the selling prices. The facts should greatly assist automotive exporters in more accurately calculating a fair retail price in certain foreign markets."

In France in addition to the customs duty and a luxury tax, cost of the various items ranges from \$44 on cars with an American list price up to \$750, \$47 on cars in the \$800 to \$1,250 class to \$52.50 on cars in the \$1,250 to \$2,000 class. There is also a government stamp tax which in a car listed at \$1,800 in the United States exceeds 85 francs.

Unpacking, remounting, cartage, interchange, dock and other charges in Great Britain are usually in the hands of transport companies which bill the importer a lump sum for this service. On medium priced open cars the combined charges would not exceed 70 shillings. On closed cars of this type the average combined costs would be around 90 shillings. The various charges on motorcycles average 17s 6d. These figures do not include the import duty of 33 1-3 per cent.

To deliver an American car to Hamburg, Germany, there are numerous incidental charges to be paid, amounting from 180 to 280 marks. Dealers financing with German money pay an interest rate of about 15 per cent. Bank credits opened in New York by German banks cost about 2 per cent. per month. General taxes paid by dealers are high.

Practically every Italian port requires discharge of freight by lighters. Charges made by shipping agents for embarking at ports and forwarding inland range from 100 lire in cases not exceeding 900 kilos in weight to 450 lire on cars weighing over 1,500 kilos. Cost of unpacking, setting up, cartage, lighterage, and dock charges total approximately 370 lire.

In output have marked the progress of Graham Brothers. In 1925 they produced 11,000 trucks in the first six months—equal to the entire 1924 production. Present estimates are that 1925 will show double the 1924 output. The company began operations in 1921.

While the total truck production for the United States increased 23 per cent. for the first eight months of 1925, that of Graham Brothers for the same period jumped 265 per cent.

As a family, the Graham Brothers are among the largest individ-



## Seattle Auto Men Rebuilding After Disastrous Fire

Seattle, Wash., Nov. 24 (U. T. P. S.).—Rising phoenixlike from the ashes, the auto dealers who bore the brunt of the close to a million-dollar fire on Auto Row recently are fast reconstructing their businesses. Some are carrying on in new quarters and others are hastily rebuilding their damaged locations.

At the Miller Norton Sales Company, where the Chandler and the Cleveland cars are sold, the interiors of the showrooms are being finished in their new place of business across from their old location.

The Willys-Knight and Overland cars are being temporarily sold through the Anderson Motor Sales Company of Greenwood Avenue and the Dunn Motors, Inc., of 3d Avenue and Blanchard Street, while the University Motor Company and the Hoffman Brothers Motor Company continue to act as city dealers.

From its temporary location with the Kelly Springfield Truck Company the Firestone Tire and Rubber Company is now located and carrying on business at 10th Avenue and East Union Street.

### CHANDLER IOWA COMPANY OPENS NEW QUARTERS

Des Moines, Ia., Nov. 24.—The Chandler Iowa Company, new state distributor for the Chandler car, has opened headquarters at 18th Street and Grand Avenue under Tom Mosher and A. H. Dale, both well known in automotive fields. Mr. Mosher comes here from Dixon, Ill., and Mr. Dale has been with the Thomas J. Hay Company of Chicago, Illinois distributor for the Chandler.

### CADILLAC ESTABLISHES BRANCH IN SAN DIEGO

Oakland, Cal., Nov. 24.—Don Lee, the veteran and widely known Cadillac distributor in California, announces the establishment of a branch of his organization in San Diego. The new branch in southern California will be the seventh Don Lee concern in this state.

J. E. Clark, for the past eight years connected with Cadillac in California in executive capacities, has been named manager of the San Diego store.

### HUDSON-ESSEX DISTRIBUTOR ENLARGE SALES STAFF

Grand Rapids, Mich., Nov. 24.—Record-breaking sales figures month after month during 1925 have made it necessary for the Bowman-Trautman Company, Hudson-Essex distributor for western Michigan, to greatly enlarge their retail selling force, officials of the company claim.

The following are now members of the staff: Paul Hazeltine, sales manager; Floyd Farrow, Lester Swin, Arthur Van Rossum, T. C. Johnston, Joseph Kellar, Earl Linville, W. G. Jewell, used car manager; E. W. Troy, A. King Wheeler, C. A. Goetz and Stuart F. Lyon.

### FRANKLIN DEMONSTRATION WEEK PROVES SUCCESS

Buffalo, N. Y., Nov. 24.—Demonstration week was held recently at the salesrooms of George Ostendorf, Buffalo distributor for Franklin cars. Demonstration "loops" were laid out for each member of the local selling organization and each day of the week the salesmen demonstrated the Franklin to a definite list of prospects and those interested.

If desired, the customer took the car out accompanied by a salesman. One principal object of this drive was to acquaint the prospect with the virtues of air cooling.

### R. H. WILSON SUCCEEDS LATE VIRGIL S. REAVIS

Oklahoma City, Okla., Nov. 24.—Following the recent death of Virgil S. Reavis, of the Reavis-Wilson Motor Company, Oldsmobile dealer here, R. H. Wilson has assumed active charge of wholesale and retail sales of the organization, it was announced yesterday.

# Refusal to Take Used Motor Cars Would Be Fatal, Dealers Agree

BUFFALO, N. Y., Nov. 24.—It would be a fatal mistake, in the opinion of some local distributors, for car dealers to refuse to take in used cars and leave this business entirely to used car merchants.

### Hupmobile

"In the first place," says John J. Gibson, distributor of Hupmobile, "the used car dealers haven't money enough to swing the business. Prices would go down, the public would be disappointed and lose faith in the automobile as an investment proposition, and sales of new cars would be materially hurt."

"The first reaction, so far as we distributors are concerned, would be one of indignation on the part of the public. People wishing to buy new cars would, when they found the firm they wanted to buy of wasn't willing to trade in their used car, take the attitude that they would run the old car as long as it would hold together rather than sacrifice it to an exclusively used car dealer. Thus sales would drop off materially at once."

Mr. Gibson believes that the used car situation is becoming serious, with stocks gradually accumulating in the hands of dealers in all parts of the country. He contends that the manufacturer should take an interest in the proposition now before the market becomes flooded with used jobs and new car sales are badly hit.

### Reo

"We follow up a picked list of buyers of used Reo cars and a few others, but only where conditions are such that we can judge the man to be a logical prospect for a car in our price class. So many used car buyers will have to remain in the used-car class for many years ahead that we do not believe in indiscriminate follow up."—Walter Ladd.

### North Canton Dealers Reconditioning Cars

North Canton, O., Nov. 24.—Fewer used cars are on hand in garages of local dealers than in many weeks, a survey of this town the past week disclosed.

Dealers here have been busy for weeks reconditioning cars and making them more attractive for display. Chevrolets and Fords have been moving best, dealers reported.

### 'Repossession Period' Affecting Charlotte

Charlotte, N. C., Nov. 24.—The annual return of the "repossession period" has almost had the result of "knocking the bottom out of the used car market" in this city and territory, according to reports from representative dealers and distributors. The effect of this condition is felt with particular severity here, where dealers and distributors report that a rather large number of used cars, turned over to financing companies, have been concentrated.

The used car market held up "wonderfully well," according to several reports, until well into November, and within the past few days conditions have suddenly developed unsatisfactory aspects. Not much hope appears to be entertained that any substantial improvement in the used car market will be noted until after the first of next year.

"Out of the number of reports of pessimistic nature stood one, however, that was interesting. Charles E. Lambeth Motor Company, dealers in Dodge Brothers'

### Disposes of Used Cars Through Auction Sale

Albany, N. Y., Nov. 24.—One way of disposing of used cars has been found successful by the Albany Garage Company, dealer for Peerless, Overland and Willys-Knight automobiles. A sub-dealer residing in a small town near Albany had an auction sale which was attended by a large number of farmers from many miles around. More than fifteen used cars were sold during the few hours of the auction sale.

products, reported that the used car market "never was better, so far as we are concerned." Mr. Lambeth asked for a report from his used car department, and was advised that "we have seven cars." When this company entered business four years ago, there were 400 Dodge Brothers' cars in Macklenburg county, and there now are about 7,000, according to Mr. Lambeth.

Some of the larger financing companies are co-operating with the dealers and distributors here and are giving their attention to the general effort within the industry to solve the present conditions in the used car market, regarded as largely the result of concentration here of repossessed cars.

### Lisbon Reports Better Sales in Used Cars

Lisbon, O., Nov. 24.—A slight improvement in used car sales this month over last is reported by dealers in Lisbon and surrounding territory. There has

been a better demand for used cars of all classes and dealers report their stocks are at a minimum and from all indications they will be able to take care of all trade-ins the balance of the year without congesting their places of business.

### Sales at High Mark In New Haven, Conn.

New Haven, Nov. 24.—Used car sales here maintained a high average during the past week and a survey of the local used car dealers showed that at the present time the volume of sales is considerably greater than at the same period last year. Open jobs have also been selling good during the past week and make up a large percentage of the used car sales for the week.

"Business conditions in the used car industry here are very good," stated J. Wesley Platt, general manager of the Dealers' Used Car Exchange. "While the sales last week were not quite as great as those of the preceding week, they are considerably above normal and at the present time the sales are about 15 per cent. greater than the corresponding period last year."

"At the present time our stock of used cars on hand consists of 112 cars, valued at approximately \$50,000, while last year during the same period we had on hand 186 cars, valued at approximately \$75,000."

The class of used car buyer is improving steadily, according to the local dealers, and this is substantiated by the fact that several dealers report sales of cars priced at from \$1,000 to \$2,500.

## Used Car Week to Be Observed Nov. 30 To Dec. 5 in Albany

Albany, N. Y., Nov. 24.—The Albany Automobile Dealers' Association is planning to observe "Used Car Week" from November 30 to December 5. Special displays of used cars will be made and unusually attractive prices will be offered. The event will be advertised extensively through the newspapers, street banners and display cards.

A feature of the week will be a plan whereby the purchaser of a used car, upon making a deposit, may have the car stored free until spring. When the car is taken out in the spring the first of the installment payments is made, with the result that the buyer is given virtually fourteen months to complete payments.

H. S. Ackerman of the E. V. Stratton Company, Hudson-Essex dealer, is chairman of the committee in charge of arrangements. Assisting him are William Meehan of the Franklin-Klett Company; A. L. Sager of W. A. Carpenter, dealer for Oakland; Lawrence Clarke of the Clarke-Leu Company, Inc., agent for Pierce-Arrow, and Charles H. Touhey of the Orange Motor Company, Inc., agent for Fords.

### GOOD MARK FOR BUICK

San Francisco, Nov. 24 (U. T. P. S.).—The Howard Automobile Company, Buick distributor for northern California, announces that in October 264 Buicks were sold in California, a mark exceeded only by Ford sales.

### GOOD NASH YEAR

Buffalo, N. Y., Nov. 24.—The Buffalo Nash wholesale organization reports an exceptional year to date, its business being at least 75 per cent. ahead of business for the same period of 1924.

for Economical Transportation



Thanksgiving is going to be a big day for Chevrolet dealers and salesmen this year.

Their business and profits for 1925 have broken all their previous records. Here's a business that would make any man thankful and happy---and we wish you the same reason for Thanksgiving.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring .....\$525

Coupe .....\$675

Commercial Chassis .....\$425

Coach .....695

Express Truck Chassis... 550

Roadster ..... 525

Sedan ..... 775

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

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## Swat the Swindlers

EVER since the motor car became an important factor in American life there have been individuals and organizations masquerading under the name "club" or "association" or "league," or some other similar title, which have preyed on motor car owners. As a general thing, these organizations maintain the outward semblance of association organization. Their victims are made "members" and pay a greater or less membership fee, in return for which they are promised all sorts of advantages, from tires at factory prices to immunity from arrest. In return for their fees the members get—nothing.

*These organizations endeavor to "cash in" on the reputations of the legitimate clubs and associations for accomplishing things. The unwary motor car owner approached by a salesman for a shyster organization believes that here is a chance to join one of the clubs that have done so much to advance the cause of motoring in this country. He does so to the benefit of his experience but the decided disadvantage of his pocketbook.*

Whenever an opportunity arises, automobile dealers and dealer organizations should bring their influence to bear toward stepping on shyster associations of any kind. They add just one more item to the expense that motor car owners bear, and in so doing act as a sales resistance.

## Another Angle

THAT low first payments in time sales of new cars has the tendency to drive down prices of used cars of the same make is the contention of a California dealer, recently expressed in the columns of the Automotive Daily News.

*His argument is that, with a down payment of \$200 on a car selling for \$1,200 or \$1,400, it is necessary to depress unduly the prices asked for used models, in order not to have the 30 per cent. down payment on a used car more than the first payment on a new vehicle. It must obviously be a terrific sales resistance against a used car, when the down payment is more than that asked on a new model of the same make.*

This is an angle of the time payment problem that a good many dealers have probably missed. We invite their careful consideration of this California merchant's suggestions.

There is a rumor in France that Henry Ford is going to sell gasoline at one franc a liter, about one-half the present retail price, to Ford users in that country. The French gasoline trust has started bellowing in one breath "He can't do it," and in the next explaining how unpatriotic it would be for Frenchmen to buy any of this "foreign essence."

"Uniform codes (regulating lighting) in any state will serve to convert the people of that state to the great need for standardization. It should be only a short step between that and nationwide uniformity. The people of Maine will find they prefer, on the average, the same regulations as the people of California and vice versa."—Thomas P. Henry, president of the American Automobile Association.

## Our Own Automotive Family Album

By Kessler

The Boyhood Days of Our Industry's Leaders



ALBERT CHAMPION, PRESIDENT OF THE A.C. SPARK PLUG COMPANY, WAS ONCE THE SPEEDIEST ERRAND BOY THAT CLEMENT, THE PARIS AUTOMOBILE MANUFACTURER, HAD.

## The Observer

Is sales research a waste of time?

Can you get the farmer trade or the doctor trade or other classes of buyers just by general methods?

If one may judge by the operations of many businesses, sales research is at a discount and only general attempts are made to reach all possibilities in the market.

But in these days of intensive merchandising, the ultimate winners, it is our guess, will be those who work out well-ordered campaigns.

In this connection we would call attention to a booklet recently published by one of the leading agricultural papers.

Here is a wealth of material compiled by a magazine which has been circulated for many years in the rural field.

The report is based upon 20,263 statements from farmers, small-town automobile dealers and county agents.

Based on averages derived from these statements, the booklet reports that farmers buy yearly 9,250,000 tires.

They purchase 47,700,000 gallons of oil.

They buy 1,250,000 storage batteries.

They purchase 6,300,000 feet of fan belting.

Thirty per cent. of farm cars are equipped with shock absorbers.

Eighty-four per cent. use tire chains on their cars (compare that with the city market).

Six per cent. of the correspondents in this survey own two or more motor cars.

The New England and Mid-Atlantic states are far in the lead in the use of farm trucks, 25 per cent. of the first group and 22 per cent. of the second group being truck owners.

It must be immediately clear to any one that such facts are highly valuable in planning a campaign in the farm field and similar facts can be developed with regard to any market for motor transport.

## NEW GAS PRODUCER INVENTED IN ENGLAND

London, Nov. 24 (U. T. P. S.).—

A new gas producer has been invented from which excellent results for all kinds of fuel are claimed.

A distinctive feature is a grate formed of three plates superimposed one above the other, the distribution of air being effected through the joints between the plates. A rotating body supporting the grate has inclined plates which continually lift and drop the mass of ashes and combustible matter. This continuous agitation improves the contact with air and

## AMERICAN FIRMS RECEIVE BUSINESS FROM RUSSIA

London, Nov. 24 (U. T. P. S.).—

German and American firms received very large orders from the Russian government as the result of the recent reliability trial. This is attributed to willingness to give long credit. The Soviet method is for the government to buy cars on credit and then sell them for cash to private individuals.

prevents the formation of clinkers. An ingenious crushing device will not allow of the ejection of more than 0.2 per cent. of carbon in the ashes ejected.

## Coming Automotive Events

### NOVEMBER

- 26—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

### DECEMBER

- 1-3—Pernambuco, Brazil. Good Roads Conference.
- 3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-10—Brussels, Belgium. Annual Automobile Show.
- 10—Indianapolis, Ind. Society of Automotive Engineers, meeting of the Indiana section.
- 15-16—Washington, D. C. Chamber of Commerce of the United States, national distribution conference.
- 7-20—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.

### JANUARY

- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
- 16-23—Philadelphia, Pa. Philadelphia Automobile Show.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—Chicago. American Road Builders' Association Annual Convention.
- 11-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-23—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22—Detroit. National Society Automotive Engineers.
- 21-22—Detroit. Michigan Independent Oil Men's Association.
- 23-30—Montreal, Canada. Annual Motor Show.
- 23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 26—American Road Builders' Association. Good Roads Week.
- 24-25—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit. Michigan Highway Association.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.
- 30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.

### FEBRUARY

- 1-6—Chicago. Chicago National Show.
- 2-6—Denver, Col. Denver Automobile Dealers' Association, annual show.
- 9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northw. ern automobile show.



# Financial News of the Automotive Industry

## FISHER QUARTER

**NET \$8,238,400**

Equal to \$3.36 a Share  
On 2,400,000 of \$25  
Par Common

**DETROIT, Nov. 24.**—A net income of \$8,238,400 after depreciation, interest and Federal taxes is shown by the Fisher Body Corporation and subsidiaries, including the Fisher Body Ohio Company, for the quarter ended October 31, 1925.

This is equivalent, after allowing for Fisher Body Ohio preferred dividends, to \$3.36 a share on 2,400,000 shares of common stock of \$25 par value and compares with \$5,207,005 or \$2.10 a share in the preceding quarter and \$3,178,199 or \$1.25 a share on the same share basis in the second quarter of the previous fiscal year.

Net income for the six months ended October 30, 1925, totaled \$13,445,405, equal to \$5.46 a share, against \$4,874,369, or \$1.89 a share, in the corresponding period of the previous year.

Consolidated income account for the quarter ended October 31, 1925, compares as follows:—

	1925	1924
Net after deprecia'n	\$9,705,988	\$3,876,881
Interest	269,389	262,500
Federal taxes	1,198,199	436,182
Net income	\$8,238,400	\$3,178,199
Six months ended October 31, 1925:—		
Net after deprecia'n	\$15,851,554	\$6,098,624
Interest	460,666	525,111
Federal taxes	1,945,483	699,144
Net income	\$13,445,405	\$4,874,369

## Auto Makers Keep Steel Plants Busy

**Beaver, Pa., Nov. 24.**—The great steel mills of the Jones & Laughlin Company, Crucible Steel Company, and Union Drawn Steel Company in this county are maintaining a steady increase in operating schedules, due to a great extent to the heavy demands made by the automobile industry.

During the last week the independents in this district reached an operating rate of between 90 and 95 per cent. against 85 to 90 per cent. about ten days ago. The general tone of the entire industry is greatly optimistic. Large tonnages of pig iron have been placed the past weeks at the recently established base of \$20.50, thereby establishing the \$20.50 price as a minimum.

Beaver county is the third largest steel producing county in the country.

## California's Oil Output Unchanged

**Los Angeles, Nov. 24.**—California crude oil production in the week ended November 21 averaged 646,000 barrels daily, unchanged from the preceding week, according to a Dow, Jones estimate. Southern California crude production averaged 371,000 barrels daily, a decline of 3,000 daily. Inglewood's slump of 5,500 barrels daily, lowering the field to an average of 69,000 daily, was the surprise of the week.

**PAY 25 PER CENT. DIVIDEND**  
London, Nov. 24 (U. T. P. S.).—Dennis Brothers, Ltd., Guilford, commercial motor manufacturers, have paid a dividend of 25 per cent. on last year's workings, against 18 per cent. in 1923-24, and 13 per cent. in 1922-23.

## RANGE OF AUTOMOTIVE STOCKS

### NEW YORK STOCK EXCHANGE

Previous, 1925					Sales	High	Low	Close	Net Change
High	Low	Div.							
15%	10	.....		Ajax Rubber .....	1,400	11	10%	10%	— 1/4
96	71 1/2	6		Allis-Chalmers .....	2,400	88%	87%	87%	— 1/4
54 1/2	26 1/2	.....		Am. Bosch Magneto....	2,400	28%	26 1/2	27 1/2	— 1/4
20	11 1/2	1		Am.-La France .....	2,600	15 1/2	14%	14%	— 1/4
44 1/2	27	1.50		Briggs Mfg. Co. ....	1,600	30%	29%	29%	— 1/4
52	27 1/2	3		Chandler Motor .....	1,900	42 1/2	40 1/2	41 1/2	— 1/4
253	108 1/2	.....		Chrysler Corp. ....	54,000	187	175	175	— 9 1/2
111 1/2	100 1/2	8		Chrysler Corp. pf. ....	1,200	106 1/2	105 1/2	105 1/2	— 1 1/2
15 1/2	8 1/2	.80		Continental Motors .....	4,700	11 1/2	11	11	— 1/4
48 1/2	21 1/2	.....		Dodge Bros. A. ....	35,200	41 1/2	38%	39%	— 1 1/2
91 1/2	73 1/2	7		Dodge Bros. pf. ....	6,400	86	85	85	— 1
28 1/2	10 1/2	2		Eaton Axle & Spring....	1,400	25 1/2	24 1/2	24 1/2	— 3/4
77	60 1/2	4		Electric Stor. Battery..	2,200	75	74	74	— 1 1/2
25	60 1/2	5		Fisher Body .....	9,900	96 1/2	88%	89%	— 6 1/2
28 1/2	10 1/2	.....		Fisk Rubber .....	19,600	24 1/2	23 1/2	23 1/2	— 1
110 1/2	75 1/2	7		Fisk Rubber 1st pf. ....	700	114 1/2	114 1/2	114 1/2	+ 1 1/2
52 1/2	28 1/2	2.50		Gabriel Snubber .....	2,300	34 1/2	37 1/2	37 1/2	— 1/4
14 1/2	4 1/2	.....		Gardner Motor .....	200	7 1/2	7 1/2	7 1/2	+ 1/4
449 1/2	64 1/2	12		General Motors .....	85,800	115 1/2	109 1/2	109 1/2	— 7 1/2
114 1/2	102	7		General Motors 7 1/2 pf.	200	114	113 1/2	113 1/2	— 1/4
26 1/2	12 1/2	.....		Glidden Co. ....	1,300	24	23 1/2	23 1/2	— 1/4
74 1/2	36 1/2	4		Goodrich .....	12,500	66 1/2	63 1/2	64	— 2 1/2
102	92	7		Goodrich pf. ....	200	101	101	101	— 1
19 1/2	30	3.50		Hayes Wheel .....	700	45	44 1/2	44 1/2	— 1/4
139 1/2	33 1/2	3		Hudson Motor Car .....	49,800	93 1/2	88	89	— 2 1/2
31	14 1/2	.....		Hupp Motor Car .....	8,700	25 1/2	24 1/2	24 1/2	— 1/4
24	13	.50		Indian Motorcycle .....	200	21 1/2	21 1/2	21 1/2	— 1/4
65	35 1/2	3		Jordan Motor Car .....	4,800	45 1/2	43 1/2	44 1/2	— 1 1/2
21 1/2	12 1/2	.....		Kelly-Springfield .....	600	16 1/2	16 1/2	16 1/2	— 1/4
72	43	.....		Kelly-Springfield 6 1/2 pf.	200	65 1/2	65 1/2	65 1/2	— 1
3 1/2	1 1/2	.....		Keystone T. & R. ....	1,300	2 1/2	2	2	— 1/4
19	11 1/2	.....		Lee Rubber & Tire .....	400	14 1/2	14 1/2	14 1/2	— 1/4
242	117	6		Mack Trucks .....	16,300	219 1/2	213	213 1/2	— 1 1/2
32 1/2	10 1/2	1		Marlin Rockwell .....	200	30	30	30	+ 1/4
42	22 1/2	3		Moore Motors .....	2,300	34 1/2	33	33	— 1/4
44 1/2	40	3.60		Motometer A. ....	300	41 1/2	41 1/2	41 1/2	— 1/4
35	18	2		Motor Wheel Corp. ....	1,900	30 1/2	29	30	— 1/4
21 1/2	13	.....		Mullins Body .....	200	16	16	16	+ 1/4
42 1/2	21 1/2	2.40		Murray Body .....	6,900	21	18 1/2	18 1/2	— 2 1/2
488	193 1/2	16		Nash Motors .....	100	432	432	432	— 1/4
107	103 1/2	7		Nash Motors pf. ....	100	108 1/2	108 1/2	108 1/2	+ 2 1/2
48 1/2	15	2		Packard Motor Car .....	5,500	39 1/2	38 1/2	38 1/2	— 1/4
47 1/2	17 1/2	1.40		Packard Motor 1st pf. ....	1,500	25	25	25	— 1/4
100	43	.....		Pierce-Arrow .....	1,200	30 1/2	29 1/2	29 1/2	+ 1/4
18	8	.....		Pierce-Arrow pf. ....	1,800	88 1/2	86 1/2	87	— 1/4
36 1/2	15 1/2	.....		Reynolds Spring .....	600	11	10 1/2	11	— 1/4
84 1/2	55	6		Spicer Mfg. Co. ....	400	27 1/2	26 1/2	26 1/2	— 1/4
83 1/2	61	6		Stewart-Warner Speed ..	7,100	76 1/2	74	74 1/2	— 1 1/2
68 1/2	41 1/2	.....		Stromberg Carburetor ..	200	75 1/2	75 1/2	75 1/2	— 1/4
59 1/2	37 1/2	4		Studebaker Co. ....	3,500	56 1/2	54 1/2	54 1/2	— 1 1/2
97 1/2	33 1/2	.....		Timken Roller Bear .....	4,800	53 1/2	52 1/2	52 1/2	— 1 1/2
104 1/2	57 1/2	4		U. S. Rubber .....	66,500	91	85 1/2	85 1/2	— 4 1/2
34 1/2	9 1/2	.....		White Motors .....	25,800	86	82 1/2	82 1/2	— 1/4
119 1/2	72 1/2	7		Willis-Overland .....	15,600	27	26	26 1/2	— 1/4
43 1/2	22 1/2	.....		Willis-Overland pf. ....	1,400	118 1/2	117 1/2	118	— 1/4
		.....		Yellow C. & T. B. ....	3,100	27 1/2	26 1/2	26 1/2	— 1/4

### NEW YORK CUBIC MARKET

	Sales	High	Low	Last
Cleveland Auto	200	26	25 1/2	26 1/2
Durant Motor	3,600	14 1/2	13 1/2	13 1/2
Electric Auto-Lite	200	76 1/2	75 1/2	76 1/2
Fageol Motors	200	10 1/2	10 1/2	10 1/2
Federal Motor Trucks	800	40	39 1/2	39 1/2
Ford Motor of Canada	116	65 1/2	64 1/2	64 1/2
Goodyear Tire	4,100	41	39	39
Intercon Rubber	200	15 1/2	15 1/2	15 1/2
Miller Rubber, new	500	44	43	43
Reo Motor	4,100	24 1/2	24 1/2	24 1/2
Republ Motor Trucks	500	10	10	10
Rickenbacker Motor	1,600	8	8	8
Stutz Motor	600	17 1/2	17 1/2	17 1/2
U. S. Rubber	300	11	10 1/2	10 1/2

### CHICAGO

	Sales	High	Low	Last
350 Auburn Auto	45 1/2	47	47	47
110 Bendix Corp.	32 1/2	32 1/2	32 1/2	32 1/2
400 Cont. Motor	11 1/2	11	11	11
150 Hupp Motor	25 1/2	25	25	25
25 Reo Motor	24 1/2	24 1/2	24 1/2	24 1/2
4900 Stewart-Warner	76 1/2	74 1/2	75 1/2	75 1/2
60 Yellow T. B.	27 1/2	27 1/2	27 1/2	27 1/2
150 Yellow Taxi	49 1/2	49	49 1/2	49 1/2

### DETROIT

	Sales	High	Low	Last
200 C. G. Springs	10 1/2	10 1/2	10 1/2	10 1/2
225 Federal M. Truck	40	39	40	39

(Above table shows Monday's stock movement, complete.)

## Current Commodity Prices

**New York, Nov. 24.**—Galvanized steel sheets have again been advanced in price, now selling at 5.50 cents a pound, ex-warehouse. A range of prices has developed in black sheets, or from 4.35 cents to 4.50 cents a pound. The advance in Pennsylvania grades of crude oil is believed to foreshadow rather general increases in the price of gasoline. The rubber market has eased off slightly, but is still firm, with an active demand.

### STEEL PRODUCTS

	November	December
Semi-Finished—Gross Tons	1.12	1.11
Billets, re-rolling	1.10	1.09
Billets, forging	1.10	1.09
Steel bars (hot rolled)	1.10	1.09
Plates (hot rolled)	1.10	1.09
Blue annealed sheets	1.10	1.09
Black sheets	1.10	1.09
Auto body	1.10	1.09
Bands	1.10	1.09
Cold rolled strip	1.10	1.09
Hot rolled strip	1.10	1.09
Pig Iron, Basic	1.10	1.09
Valleys	1.10	1.09
Eastern Pennsylvania	1.10	1.09

### IRON AND STEEL SCRAP

	November	December
Heavy melting steel	1.10	1.09
Machine shop turnings	1.10	1.09
Cast iron borings	1.10	1.09
No 1 cast scrap	1.10	1.09

### MILL PRODUCTS

	November	December
Base prices, cents per pound, f. o. b. mill	1.10	1.09
High brass sheets	1.10	1.09
Copper, in rolls	1.10	1.09
Zinc, spot, New York	1.10	1.09
Lead, spot, New York	1.10	1.09
Aluminum, virgin, 98.99%	1.10	1.09

### SEAMLESS TUBING

	November	December
High brass	1.10	1.09
Copper	1.10	1.09

### RODS

	November	December
High brass (round 1/2 to 2 1/2 in.)	1.10	1.09
Copper, rods, round	1.10	1.09

### OLD METALS

	November	December
Following are dealers' buying and selling prices for large quantities, f. o. b.	1.10	1.09
Cars, New York	1.10	1.09
Heavy machinery	1.10	1.09
New brass clippings	1.10	1.09
Auto radiators	1.10	1.09
Brass, heavy	1.10	1.09
Brass, light	1.10	1.09

### RUBBER MARKET

	November	December
Plantations—	1.10	1.09
First latex Crepe, spot	1.10	1.09

## Scramble in London For Rubber Shares

**London, Nov. 24.**—The exciting scramble for rubber shares continues. The price of crude rubber remains unchanged and inactive as compared with recent days, but the stocks of the rubber companies have never been in heavier demand. Dealings recall the boom conditions of a few years ago. Dealers find the greatest difficulty in executing orders they have accumulated in such volume. Prices continue to soar. A number of dealers are said to be contemplating retirement at the end of this year, having made enough this year to permit them to pass the remainder of their lives in ease.

## Paige-Detroit May Increase Dividends

**Detroit, Nov. 24.**—Directors of the Paige-Detroit Motor Car Company are expected to act this week on the proposal, which is said to have the sanction of leading interests in the company, to raise the regular dividend rate and retire another \$500,000 of the company notes. The dividend was increased from \$1.20 annually to \$1.40 three months ago and a rate of \$2 annually is said to be in prospect. The company, at the lowest estimates, will earn close to \$6 a share on the common stock this year.

## Chicago Yellow Cab Improves Earnings

**Chicago, Nov. 24.**—The Chicago Yellow Cab Company, Inc., reports for quarter ended September 30, 1925, net profit of \$458,914 after depreciation and Federal taxes, equivalent to \$1.14 a share earned on 400,000 shares of no par stock. This compares with \$526,682, or \$1.31 a share in preceding quarter and \$426,193, or \$1.06 a share in third quarter of 1924. Net profit for first nine months of this year totaled \$1,601,449, or \$4 a share, comparing with \$1,570,976, or \$3.92 a share in same period of 1924.

John Hertz, president, says indications are company will enjoy biggest year's business in its history. November cab receipts up to date are approximately 10 per cent. higher than last year.

## RISE IN GASOLINE IS FORESHADOWED

### Advance in Crude Indicates General Increase in Refinery Products

**NEW YORK, Nov. 24.**—An early increase in the price of gasoline throughout a large part of the country is foreshadowed by the advances just announced in the price of Pennsylvania crude oil. The increase announced by the leading purchasing agencies in Pittsburgh are due to an expansion of seasonal demand. The new prices posted are:—

Pennsylvania grade in New York transit and Bradford district in national transit lines, \$3.40; Pennsylvania grade in national transit and southwest Pennsylvania lines, \$3.30; Gaines grade in national transit lines, \$2.95; Pennsylvania grade in Eureka lines, \$3.25; Pennsylvania grade in Buckeye lines, \$3.05, all up 25 cents.

Cabell grade in Eureka lines, \$2.10; Somerset medium in Cumberland lines, \$2.20; Somerset light in Cumberland lines, \$2.35, all up 15 cents.

Ragland grade in Cumberland lines, \$1.10, up 10 cents. Corning grade in Buckeye lines was unchanged at \$1.80.

New prices were also announced by the Magnolia Petroleum Company, effective in Oklahoma, Kansas and Texas. The new schedules follow: for below 28 gravity, \$1.07; 28 to 28.9 gravity, \$1.15; 29 to 29.9 gravity, \$1.23; 3



## Legality of 'Gift' Drawings Being Tested in California

Glendale, Cal., Nov. 24.—A fight that involves merchants and clubs on the one side and city and county authorities on the other, with service station men just now leading the battle for the business men, is being carried on, so far outside the courts, but threatening to force its way on to the criminal docket.

The service station men insist they have the right to present their customers with gifts, even if the awarding is done by a system of drawing tickets, just as many merchants and clubs have done for years.

One dealer already this year has given away two coupes and now is offering another coupe plus a camp site and a score of turkeys. Ordered by the county prosecutor to stop his advertising campaign, he employed an attorney and kept ahead with his "gift" plans.

Another service station withdrew its coupe offer pending settlement of hostilities.

Now the city prosecutor has demanded that gifts to customers given by ticket drawings cease. The dealer has replied by stating publicly that he will give away coupes every sixty days hereafter, instead of every three months. The city and county prosecutors contend that the gift plan violates the state anti-lottery law.

The dealer says that so long as he makes no extra charge to his patrons for the tickets he issues on the drawings, but supplies them free for advertising purposes, he is not conducting a lottery.

## Los Ang. Acquires New Gas Stations

Los Angeles, Cal., Nov. 24.—There has been an increase of 9 per cent. in the last six months in the number of gasoline stations in the corporate limits of Los Angeles, according to a bulletin issued by Victor W. Killick, statistician of the Independent Petroleum Marketers' Association of California, to the association members.

On October 1, 1925, there were 1,290 service stations, of which total 809 were independently owned and 482 were owned by oil companies. The report further revealed that independently owned service stations are increasing at a more rapid rate than company owned stations. The independent stations increased 10 per cent. during the six months' period, while the company owned stations increased only 6 per cent.

The Standard Oil Company heads the list of company owned stations with 134, an increase of six during the past six months. The Associated Oil Company added five and the Union Oil Company and the Jullian Petroleum Corporation each added four, while the Shell Company of California added three. Following is the number of stations in operation as of October 1, 1925:—

Standard Oil Company.....	134
Shell Company of California.....	107
Pan-American Petroleum Company.....	65
Richfield Oil Company.....	40
Union Oil Company.....	40
Julian Petroleum Corporation.....	29
Wilshire Oil Company.....	10
Associated Oil Company.....	10
Ventura Refining Company.....	9
Vernon Oil Refining Company.....	8
Hercules Gasoline Company.....	8
Seaboard Petroleum Corporation.....	7
Premier Refining Company.....	4
Sierra Refining Company.....	2
Gold Seal Refining Company.....	2
Pauley Oil Company.....	2
Marine Petroleum Corporation.....	2
Jameson Oil Company.....	1
Brown Process Company.....	1
Western Refining Company.....	1
White Star Oil Company.....	1

Total company owned..... 482  
Independent owned service stations..... 809

Total service stations..... 1,290

### OIL TRANSACTION

Kansas City, Nov. 24.—The Sinclair oil interests have purchased the chain of filling stations operated here by the Interstate Refining Company.

### SIMPLEX CHANGES NAME

Milwaukee, Wis., Nov. 24.—The H. R. W. Simplex Company, Milwaukee, has changed its name to the Simplex Piston Ring Company.

## ACCESSORY BUSINESS GOOD IN NOVA SCOTIA

Halifax, N. S., Nov. 24.—The trend of business in the accessories field has shown a decided improvement over the previous season. This is accounted for by the increased number of cars and trucks put in use during the past year.

The Nova Scotia car purchaser, however, most dealers point out, wants his car thoroughly equipped when he buys it without adding extras later.

This would point further to the success of accessories sales over those of last season.

## Crude Oil Stocks On Gulf Increase

Houston, Nov. 24.—Stocks of crude oil in storage in fields and tank farms of Texas, Louisiana and Arkansas on November 1 were estimated at 105,382,224 barrels, against 104,173,637 October 1, an increase of 1,208,587 barrels. Estimated stocks November 1, 1924, were 106,577,728, showing a decline of 1,196,504 barrels during the year. North and central Texas and other light oil fields of the state on November 1 had stocks estimated at 32,934,769 barrels, 293,639 less than on October 1.

In the Gulf Coast region stocks in steel storage on November 1 were estimated at 6,186,699 barrels, decreasing 352,264 from October 1, and earthen storage held 7,523,969 barrels, or 99,281 less than October 1.

Miscellaneous stocks in tank farms on the Gulf Coast, composed largely of light oils from other producing sections, on November 1 were estimated at 7,670,654 barrels, a decrease of 320,705 from October 1. However, 752,000 barrels additional was held in earthen storage and not included in the above figures which, totaled, would show an increase of approximately 400,000 barrels.

## TO MARKET AUTOMOBILE STEERING WHEEL HEATERS

Milwaukee, Wis., Nov. 24.—Plans for the incorporation of a \$100,000 concern to manufacture and market motor vehicle steering wheel heaters, invented by L. J. Cobus, veteran employee of the Wisconsin Telephone Company here, were announced.

The invention relates to improvements in steering wheel heaters more particularly, although not solely, for automobile use. It provides for the heating of steering wheels by the heating of exhaust gases, electricity or steam.

## COUNTIES LOSE POWER TO HANDLE GAS TAX

Topeka, Kan., Nov. 24.—Kansas counties lose the power to disburse the state gasoline tax receipts, under a decision rendered by C. E. Griffith, attorney general, to W. E. Davis, state auditor. The attorney general has decided that the State Highway Commission must have the disbursing of this money under the interpretation of the law passed last winter by the State Legislature. Griffith declares the money set aside for state aid must be spent on state roads over which the state commission has jurisdiction.

### PLAN BIG GARAGE

Toronto, Nov. 24 (U. T. P. S.).—Announcement has been made that agreements have been entered into for the sake of the extensive property at the northeast corner of York and Adelaide Streets with the purpose in view by the purchasers of starting construction work early next month on what will be one of the largest parking garages in the Dominion of Canada. The company which has been incorporated to acquire the property in question is known as the York-Adelaide Realty Company, Limited.

## R. R.'s Plan to Change Oil Rates

Chicago, Nov. 24.—The railroads are expected to announce new rate schedules on shipments of petroleum and its products in the Middle West during the next few weeks.

The territory in which an adjustment will be made, following a ruling of the Interstate Commerce Commission, includes that west of the Illinois-Indiana line, south to the Ohio and Mississippi Rivers and west to the Rocky Mountains. This, of course, takes in Chicago and much of the Standard of Indiana territory.

The change will consist of eliminating all variations in the differences between rates on crude, fuel and gas oils on one hand, and gasoline on the other. It will force an adjustment of rates whereby in all cases the tariff on the former group will be a flat 6 cents for each 100 pounds above the rate on the latter. Under present conditions, the differentials vary from 5.5 to 6.5 cents, depending on location.

It is presumed, however, that the roads will make the new rates so that the greatest possible revenue will be yielded, taking into consideration the volume of each class of oil moving in any particular point.

In the case of Chicago the difference in rates between the two classes of oils is now 6.5 cents a hundred.

Rate experts estimate that such an advance will add about \$4 to the freight rate charge on each tank car of heavy oil shipped to Chicago.

## Planning Garage For 1,000 Cars

Boston, Nov. 24 (U. T. P. S.).—The Boston street commissioners have under advisement the petition for the erection of a 1,000 car garage by the Park Square Garage, Inc. This concern plans to erect an eight-story building on St. James Avenue, in the fastest growing section of the new business section of the city that surrounds Park Square.

Lively opposition to the big garage project developed at a hearing given on the application of the company before the street commissioners. The proposed garage is opposed by big real estate holders in the section, and several large business concerns.

It was revealed at the hearing that Park Square Garage, Inc., planned to spend \$2,100,000 in building the garage.

## PAIGE CO. ANNOUNCES NEW DEALERSHIPS

Detroit, Mich., Nov. 24.—The Paige Detroit Motor Car Company announces the following new dealers in its organization: Lou Foote's Garage, Turlock, Cal.; Don's Motor Shop, Kansas City, Mo.; Opeel Spice Company, Duluth, Minn.; Jewett Sales Company, Logan, Utah; Elnora Garage, Elmore, Alberta, Canada; Orrville Star Sales, Orrville, Ohio; Brown Motor Company, Alliance, Ohio; C. G. Blackburn Motor Sales, Ravenna, Ohio; Paige Jewett Sales, Orlando, Fla.; Brick Front Garage, Daytona Beach, Fla.; Lincoln Highway Garage, Medicine Bow, Wyo.; Paige Jewett Motor Company, Fort Pierce, Fla., and W. A. Overall, Brunswick, Ga.

### HUGE GARAGE PLANNED

San Francisco, Nov. 24 (U. T. P. S.).—Plans for a ten-story Class A auto ramp garage in the heart of the retail district of San Francisco have been announced by E. Tropp, Leland S. Purphy and Bell Brothers, local capitalists. An option has just been taken on a site on O'Farrell Street between Stockton and Powell Streets and an investment of \$1,500,000 will be made.

## Body Builders Report Big Inclosure Business

BUFFALO, N. Y., Nov. 24.—The Lover Top and Converter Company, Inc., manufacturer of the Ever-Ready convertible inclosure, reports that its sales for the first ten months this year were equal to twice the volume of all its sales last year, an exceptional increase, when considered in the light of price-cutting on new automobiles and other factors that normally would militate against the sales of inclosures.

## Shortage of Angora Goats "Threatens" Auto Industry

Cleveland, O., Nov. 24.—In addition to rubber, America should raise its own Angora goats, says Charles A. Tucker, sales manager of The Peerless Motor Car Company. Angora goats, Mr. Tucker explains, are the source of supply for mohair velvet which covers the cushions in Peerless and some other high grade American made cars.

But the American supply is limited, according to Mr. Tucker. There are only a comparatively few Angora goat herds in Oregon, parts of Texas and other Western states. Tons upon tons of the Angora's fleece from which the mohair velvet is woven is shipped to this country from Turkey and other old world countries.

"This is in spite of the fact that America is the largest consumer of genuine mohair velvet," says Mr. Tucker. "This material is by far the most beautiful and longest wearing fabric that has been found for the interior covering of fine automobiles. Many other good cloths have been tested by the Peerless Company, but none has been found so practicable for our purposes. There is only one mohair velvet, and that is made from the fleece of the Angora goat," said Mr. Tucker. "And the genuine article is not as plentiful as it used to be."

## Shop Equipment

LO LIFT JACK



A new product of the National Standard Company, Niles, Mich., is the Standard Lo Lift Dolly Jack No. 67. This jack is especially designed to handle cars equipped with balloon tires.

It has an unusual range of lift, being capable of depressing to five inches and raising to a height of sixteen inches. This range enables it to get under low-hung axles and raise the car sufficiently to mount large section tires readily.

Action of this jack is accomplished with no springs or chains in carrying the load, thus eliminating a common cause of breakage. It is equipped with hardened roller bearings in the front and rear wheels.

## TO BUILD BUS AND SPECIAL AUTO BODIES

Santa Rosa, Cal., Nov. 24 (U. T. P. S.).—The Santa Rosa, Petaluma and Sausalito Stage Company is equipping in this city a shop in which it will build motor buses and special automobile bodies. The company's decision to build its own stages was made, Manager W. H. Curtis stated, because, due to the great demand, it is almost impossible to obtain new motor buses. The plant will occupy the portion of the stage depot in this city in which the present buses were heretofore stored.

### ABANDON OIL FIELD

Tiffin, O., Nov. 24.—The oil field south of Tiffin is rapidly being abandoned. Hundreds of leases on land in Eden township have been released by the Sun Oil Company, owner of a greater part of the wells in this territory.

The Lover Company was organized in 1920 to manufacture the patents of its president, E. A. Lover. H. N. Hirschberg is vice president, C. M. Baynes, secretary, and George Johnston, treasurer.

The Harvey Top and Body Company reports its business is normal throughout western New York. During the fiscal year ended last July the company placed 900 Rex inclosures on open cars. Business since then has been running on about the same basis, although the company had expected it to fall off this fall on account of the trend of the market away from the open car.

The reason business is holding up, it is explained, is that there are so many open cars on the market and the depreciation in them has been so great that many people owning open cars have improved them with winter inclosures, rather than trade them in on a new car deal.

The Harvey Company reports its business on custom built jobs, especially for high class cars, is about 25 per cent. ahead of last year's business. The company specializes on permanent tops and inclosures for early models of Pierce Arrow and has had many orders from distant states.

Business is 15 to 20 per cent. ahead of last year, reports the Buffalo Commercial Body Company. This concern builds commercial bodies for Fords and heavier trucks and cars. It also distributes the York body in this territory.

Bodies for furniture vans have been in heavy demand lately. Bodies for general trucking and hauling are not in such demand.

## English Concern Plans Expansion

London, Nov. 24 (U. T. P. S.).—A new organization, known as the Blue Bird Motor Company, with headquarters in London, which has made a practice of selling gasoline one-half penny per gallon below the standard price adopted by the big concerns, announces big developments in many directions during the coming year.

The company sells petrol (gasoline) wholesale in the way of cargoes of ocean-going steamers; in bulk, as supplied through the company's tank wagons, with a delivery area within seventy miles of London, and retail through its own service stations.

The company claims that its Chelsea station, which is used chiefly for retail distribution, is one of the biggest service stations in the world. Other such stations are to be built in other parts of London, notably near Olympia, where the great motor exhibitions are held.

At the Chelsea Garage, which will be ready for opening in the spring, accommodations for 300 automobiles will be available. A motor hire business is under consideration on a big scale, and a separate company has been formed in Newcastle. Negotiations are also in an advanced state for the formation of allied companies in Manchester, Liverpool, Scotland, Ireland, South Africa, Australia and India.

### BUY PUBLIC GARAGE

Chicago, Nov. 24. — George Georgousis, John Adamos and James Koretos have bought the public garage at 835-89 Cottage Grove Avenue from Anna Spasani, Jennie Tucceri and Bruno M. Men for \$152,700.



## Montreal Dealers Favor Perpetual Inventory

MONTREAL, Nov. 24.—There seems little diversity of opinion in the matter of retail tire management here. From five to six important retail dealers in accessories gave approximately the same answers to the query: "How many times a year do you turn your stock over?"

The average was found to be three, although some lines went as far as six, others dropping back to once a year.

On the matter of keeping a perpetual inventory one firm answered that it kept none, another that it took stock once a month, and yet another once a year, but the opinion was unanimous that the keeping of a perpetual inventory was a good thing.

It is agreed here without a dissenting voice that nationally advertised accessories sell faster than those not given this advantage, but few, if any, are carrying any local manufacturer's national advertising, some firms going so far as to say that they are finding local advertising is not bringing the returns that should be expected of it.

While some few of the smaller firms of accessory dealers, and in one instance a large house, keep no regular list of customers, still they all agree that this should be done to obtain the best results; also that they should be regularly circularized, if not once a month, certainly at varying periods during the year, and especially at change of seasons. It is noted, however, that folders and circulars that accessory manufacturers supply are generously put out by the means of mailing lists, with invoices in shipments and with goods shipped.

Seasonable window displays undoubtedly stimulate trade, is the opinion of all dealers interviewed, especially in a city the size of Montreal, where quick impressions of the attractiveness of a displayed article is a great factor in sales.

Few, if any, of the regular line accessory dealers handle radio supplies. Most dealers, as far as could be found, are contented to stock only radio batteries which are sold along with their regular accessory stock. Dealers here believe that accessories are best handled in one shop and radio supplies in another, for the reason that the same class of customers is rarely found for both articles simultaneously.

### MONTANA SALES HOLD WELL UP TO STANDARD

Helena, Mont., Nov. 24.—The sales of accessories in Montana are up to standard. All dealers in this territory are well stocked up for winter. Snow fell in Montana on September 18 and since that time there have been a few more storms. As a result, chains and other accessories are well stocked, in anticipation of a long winter.

### FEATURE ACCESSORIES AS CHRISTMAS GIFTS

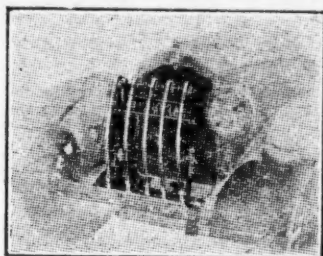
Evansville, Ind., Nov. 24.—That the automobile accessory carries good trade appeal as both a useful and attractive Christmas gift is the belief of several of the leading accessory dealers here, who are planning for attractive window displays and intensive advertising campaigns. Electric cigar lighters, spotlights, windshield wipers, and the new style fleugel horns are expected to merit good demand for the Christmas season.

With the first half of November generally showing improvement over October, and the movement of stocks evidencing a decided increase in volume over this period of 1924, both distributors and dealers of auto parts and accessories are hopeful of good sales results for the late fall and Christmas seasons.

Electrical accessories at this time are said to be moving well. Two of the larger retail accessory houses signified intention of making a bigger bid for the Christmas trade than ever before. Two of the parts and accessory distribution houses have added radio supplies to meet Christmas time demand.

## New Accessories

McGREGOR GUARD



An innovation in the way of car protective devices is announced by the U. S. Spring Radiator Guard Company, 336 East 75th St., Chicago. In its McGregor Spring Radiator Guard. The device consists of a series of vertical steel members extending up in front of the radiator core.

These members are outward from the frame on which they are mounted, and being made of tempered spring steel are said to be extremely resilient. If the car equipped with this guard should collide with another or strike an obstruction, the radiator and the headlamps would be protected.

It is also claimed that this guard acts to prevent serious injury to a pedestrian run down by a car, since he will not strike directly against the radiator but will come against the relatively yielding springs of the guard.

Standard fittings are provided with the outfit which attach to the round spacer bar in front of the car. For cars which do not have this bar a special fitting is provided.

The guards are made in three types—all nickel, selling for \$25; black and nickel, selling for \$15; and all black, selling for \$10.

## See Accessories as Ideal Yule Gift

Hartford, Conn., Nov. 24.—Seventy-five automotive jobbers and their salesmen from Hartford, New Haven and Springfield met at the City Club, Thursday evening to receive the flying squadron of the Automotive Equipment Association which had dropped in to give the jobbers and their salesmen some ideas on Christmas selling.

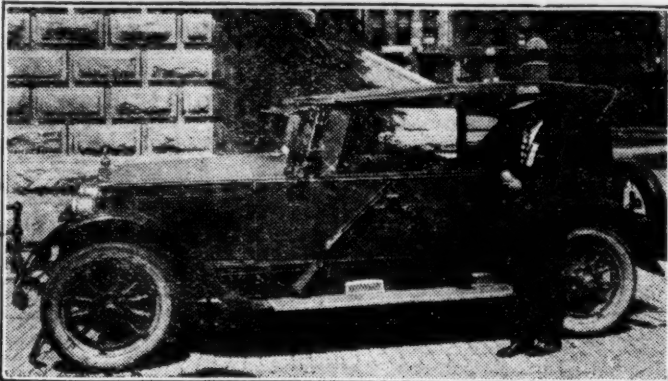
Seventy-five were present at the dinner arranged by C. B. Lamb of the Post & Lester Company. Arthur Mogge, merchandising director of the A. E. A. introduced to the meeting by James P. Sprague, general manager of the automotive division of L. L. Ensworth & Son, stressed the point that the men in the family using cars at Christmas are presented with gifts of no use to them.

To illustrate his talk he showed a number of accessories done up in Christmas paper with holly and red string and said that while any one of the articles possessed no beauty it possessed utility and was a constant reminder of the giver.

A. V. Comings, managing editor of the Automobile Trade Journal told of the experience in selling of numerous men in the industry he had met in his travels about the country and emphasized the fact that what will go in Seattle will go in Hartford, human nature being the same.

R. W. Proctor, sales manager of Black and Decker made use of a blackboard in putting his message interspersed with humor across. His story of facts and figures was straight from the shoulder.

**TAKING NO CHANCES**—Sheriff L. M. Shugart of Livingston county, Ill., in the Buick touring car bought for him by the Illinois Bankers' Association and converted into an armored car and arsenal combined. There are bullet-proof side wings and windshield on this car.



## FILLING STATION FEES NET DULUTH \$3,369.41

Duluth, Minn., Nov. 24.—Filling station operators in Duluth have paid \$3,369.41 into the city treasury as a result of an ordinance fixing fees that went into effect on August 1. A fee of \$15 is charged for the operation of a gas pump within a garage; \$25 for a curb pump, and \$50 for a pump in a filling station. A further charge of \$5 for each additional pump also

is collected. In August \$2,063.50 was collected, \$997.86 was taken in September and \$209.71 in October. This month the total has been raised \$98.34, and there are still a number of stations from which money is due.

### ADD RADIO TO LINE

Evansville, Ind., Nov. 24.—The Automotive Electric Service, Inc., distributor and dealer in automotive electric accessories, has added a new line of radio equipment supplies.

## A. M. F. A. E. Elects Annual Officers

Chicago, Nov. 24.—The following officers were elected at the recent annual meeting of the Associated Manufacturers of Fabric Auto Equipment, Inc.:—

President, Clyde Hinson; vice-president, A. W. Connor; treasurer, Roy M. Thomas; secretary, H. E. Zink.

Plans were discussed for association advertising of certain standardized items, particularly on top re-covers, back curtains, side curtains, tire covers, etc., which will be advertised and standardized as Diamond A brand.

The next conference will be held in New York on March 10, 1926.

### GAS PERMIT GRANTED

Lawrence, Mass., Nov. 24 (U. T. P. S.).—The Mexican Petroleum Company has received permission from the city of Lawrence for the wholesale storage of gasoline on South Union Street, and in return the company has assured the city that all claims for damages because of the building of White Pups Bridge will be waived by the company.

### TO HANDLE PENNZOIL

Franklin, Pa., Nov. 24.—Beatty & Co., Inc., has opened a modern service station at Grant and Thirteenth Streets and will handle the Pennzoil products. The tanks have a capacity of 14,000 gallons of gasoline at one time.

# A new General Motors Six at a price of nation-wide appeal



## To the Automobile Dealers of America

**THROUGH** the Oakland Division, General Motors will shortly announce an entirely new six-cylinder automobile.

This newest member of a famous family will be the fruit of the resources, engineering skill and manufacturing experience gained by General Motors in more than seventeen years of leadership.

It will combine elements of appearance, performance, and engineering design which will win for it immediate public acceptance. Its price will be such as to have a nation-wide appeal.

It will be built by Oakland and distributed as companion to the present Oakland Six.

This double franchise promises to become one of the most profitable in the industry.

Every automobile dealer in America—regardless of size, location or present affiliation—is invited to write at once for complete details. Address Oakland Motor Car Company, Pontiac, Michigan.



## White House Reception to Delegates Attending the Recent Conference of the Motor Truck Industries, Inc., at Washington, D. C.



### EXPORT MANAGER SEES TRUCK FIELD

So. America and Canal Zone Good Markets, Mohun Believes

Special from A. D. N. Detroit Bureau  
**DETROIT, Nov. 24.**—W. Ward Mohun, export manager Federal Motor Truck Company, who has just returned from a trip through all the important countries of Central and South America, believes that our sister continent and the Canal Zone offer a market for the steadily increasing sale of motor trucks.

"An improved highways program," says Mohun, "is either being planned or carried out that will in time furnish an adequate roadway system for serving the transportation needs of the population. Some of the larger South American countries are well suited to an elaborate expansion of their highways as natural shipping routes because of unlimited space in the rural districts. In some of them, however, road construction is difficult because of the mountainous condition of the land."

"In cities like Lima, Buenos Aires, Rio de Janeiro, Valparaiso and other important South American centers political influence, that most important element in South American life, favors the construction of wider and better thoroughfares, extending from the cities to the outlying territories. Many of the cities, now on the road to expansion, have prepared for commercial development inland during the coming years by building some of the widest and best constructed and maintained roads in the world."

"Pan-America desperately needs transportation. Railroads are not only adequate to meet present hauling requirements, but are also very limited as to the territory they serve. Therefore, the most expedient and economical means available is the motor truck and this means of transportation is meeting with increasing favor. While railroads have quickly penetrated into the new lands of other countries, this is not the case with Pan-America; for here, in many localities, commerce depends on the llama, burro, ox-cart and other slow means of transportation."

#### STREET CARS TO GO

Youngstown, O., Nov. 24.—The old North Avenue street car line is to be abandoned soon and will be replaced by buses, it was announced last week by Traction Commissioner Engle. The line is capitalized at \$40,000, and it was found it would cost \$40,000 to repair it. Rather than spend the money, the city will purchase fifteen buses which are to operate on Belmont Avenue.

### Fight Snow in Wash. With Plows, Tractors

Olympia, Wash., Nov. 24.—The Washington State Highway Department has been fighting snows longer than any of the other Pacific Coast departments and has tried out all forms of equipment. The maintenance department will operate three types of snow plows this winter. The lightest type will be a plow that is attached to the front of an automobile. The heaviest type, used in deep cuts, needs a tractor to push it. Any of these plows operated in the depth of snow for which they are intended can be moved at the usual speed of the motor vehicle to which they are attached.

### Bus Prospects in Utah Look Bright

Salt Lake City, Utah, Nov. 24.—The outlook for the bus business in Utah now looks good, much better than it has ever been.

The Union Pacific System has just announced its decision to still further increase its cabin and transportation facilities at the scenic spots in southern Utah which it undertook to develop two or three years ago. Last season it operated a large fleet of buses for carrying tourists from its depots to the parks.

Another thing which is going to make the bus business good here is the marked tendency of railroad companies to operate buses as part of their regular transportation service. The increase in tourist traffic also is making a more active market for buses in the state. The tourist business is growing fast as a result of the national advertising campaigns of the Chamber of Commerce of this city.

### Bus Rates in Wis. Declared Too Low

Madison, Wis., Nov. 24.—Wisconsin's bus lines are not yet on a thoroughly paying basis, according to A. R. McDonald, a member of the State Railroad Commission, which has supervision over the lines in the state. A survey carried on throughout the state by the commission revealed the fact that most rates are below actual cost of operation rather than too high, as some complaints had painted them. This fact was attributed to the keen competition among various bus lines serving the same territories.

Wisconsin has 469 passenger buses licensed to operate in the state, with the number growing daily. In view of this constantly increasing business, the Legislature has enacted even more stringent bonding provisions and more restrictions on the supervision of the ownership and operation of lines. The new motor bus law provides that bus owners must file with the railroad commission copies of schedules and rates, and bars them from operation unless granted permits for each bus used in transportation.

### TRUCK SALES IN TOPEKA SLUMP

Topeka, Kan., Nov. 24.—In the truck business here last week there was little recovery from the slump that started about a month ago. The real business in trucks now is in the light commercial cars used almost exclusively in towns. The Ford and Chevrolet are holding their own, but the heavy duty trucks are falling almost to the minimum.

There is a nice business in second-hand truck, with the stocks on hand maintaining a steady ebb and flow. Private and small hauling firms sell and others pick up bargains as a result. The lack of much outdoor work for trucks is responsible for this situation.

"I look upon the situation as good," declared George Badders of the Badders Motor Company, Ford dealers. "There is an unusual activity in the demand for truck bodies and chassis."

"Though not many heavy duty trucks are being disposed of right now, the situation is much better than it has been at this time of the year for several years," says James Cowdry, G. M. C. truck dealer. "Prospects for much hauling on big contract jobs next spring are responsible for the owners holding on to their property, even though they have them in the garage in storage most of the time for lack of work."

#### WACO

Waco, Tex., Nov. 24.—Truck sales here last week were larger than they have been in two months, twenty trucks being sold by Waco firms.

Fourteen one-ton trucks were sold by the two Ford agencies, the Cruger company and the Duncan-Smith company.

Next in order of sales was the Reo speed wagon, this type having a constantly increasing sales record here. Two Grahams and one International were sold.

### Bus Line in Wash. Nets Good Returns

Washington, Nov. 24.—The Washington Rapid Transit Company, operating the principal bus lines in Washington, had a net return of \$46,155, or 21.3 per cent, on its capital stock of \$216,120 for the first ten months of this year, according to a statement filed with the Public Utilities Commission.

On the basis of the first ten months the year's return should be in the neighborhood of 25.56 per cent, on the capital, which indicates the phenomenal earning power of motor vehicles as compared with the operations of the two street car companies of Washington, which claim they are barely making 8 per cent, on their investment.

However, though complete figures are not available at this time, it is believed that the annual statements of the two traction companies, which have entered the bus field with spur lines in many directions within the last few months, will show a decided improvement in earnings.

### Bus Activities

#### GUESTS RIDE IN BUSES

Wilmington, Del., Nov. 24.—As guests of the Chester Valley Lines, operating buses out of Wilmington, West Chester, Pa., and other points in upper Delaware and southeastern Pennsylvania, members of business organizations in the territory served are being taken on inspection trips in buses. The organizations to be so treated are located in Wilmington, in Delaware, and Chester, Morristown, West Chester, Pottstown, Phoenixville, Downingtown, Coatesville, Oxford, Media and Paoli, in Pennsylvania.

#### BUS ROUTE PLANNED

Barberton, O., Nov. 24.—New buses are expected here soon for the bus route planned by George D. Hull of Akron, who has been given permission to operate a bus line between Barberton and Creston. Buses to be operated on this line will be of the chair car type.

#### TO EXTEND LINE

Iowa City, Ia., Nov. 24.—The Iowa Transportation Company, which has taken over the Curtis taxi line from here to Washington, is planning extension of its service from Iowa City to Fort Madison and has filed petition for authority to operate with the State Railway Commission. J. O. Schultze, president of the Iowa City Electric Railway Company, is interested in the new venture. The Fort Madison-Iowa City line is a ninety-five-mile route.

#### NEW YORK CENTRAL LINE

Lockport, N. Y., Nov. 24.—The New York Central has started motor bus service between Lockport and Niagara Falls. Two trips will be made daily. The bus adopted has 150 horsepower and can run sixty-five miles an hour. There is a front vestibule, passenger section and smoking and baggage sections.

#### STATION ADDITION

Portland, Ore., Nov. 24 (U. T. P. S.).—Oregon Auto Stage Terminal of this city has been granted permission to sell stock in the sum of \$10,000. This money will be used in the construction of a second story on their station at Park and Yamhill Streets.

### TO CONSOLIDATE IN PHILADELPHIA

About 3,000 Truck Owners There Propose Own Corporation

PHILADELPHIA, PA., Nov. 24 (U. T. P. S.).—At the monthly meeting of the Motor Truck Association of Philadelphia, in the Hotel Lorraine, W. W. Light of W. W. Light & Co., Philadelphia, an automotive transportation expert, gave a special address.

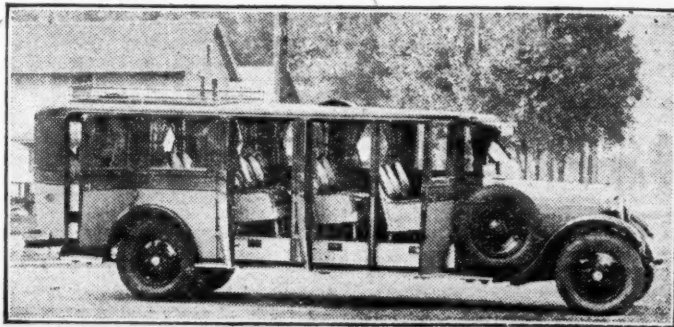
By maps and charts he outlined a plan, talked of for some time, to form a consolidation of a large proportion of the 3,000 truck operators now engaged in the motor delivery business in this city. It is proposed to incorporate under the title National Freight and Delivery Company of Philadelphia.

The proposal is that the new corporation take over all equipment and that the owners become shareholders in the new concern. The idea on which the plan is based is to eliminate wasteful duplication of effort, reduction in the amount of equipment and to increase frequency and promptness in deliveries.

On one typical route running out from this city sixty-four trucks are now used. It is estimated that fourteen trucks could readily handle all the actual delivery business for this particular route if consolidation should take place and that four deliveries a day could be made, instead of one, as at present.

Included in the corporation's plan is establishment of stations where shipments would be received and assigned to routes covering a region in Pennsylvania and New Jersey, extending for some fifty miles in every direction. Railroad officials have expressed interest in the plan proposed and those interested in the new concern hope to develop relations with the railroads and steamship lines to move less than carload shipments.

**THIS TYPE OF BUS**, made by the Auto Body Company of Lansing, Mich., was on exhibition at the National Motor Bus Show at Detroit last week. The special body design for eighteen passengers and the driver is mounted on a Studebaker chassis. Five side doors for entrance and exit are a unique feature.





## MORE BALLOONS REPORTED SOLD

### Long Beach Dealers Find Their Sales Increasing

LONG BEACH, Cal., Nov. 24.—Increases in business of from 25 to 75 per cent. over the corresponding month of 1924 are reported by tire dealers and distributors in this territory, although a slight falling off in sales is generally reported in the past week's business, as compared to those immediately preceding.

The current tire survey made by an Automotive Daily News correspondent shows that balloon tires constituted one-third of the total sales, a marked increase over the findings of previous reviews. However, it might be mentioned that the dealers reporting this percentage were not interviewed in previous reviews.

Tire dealers are generally agreed that winter prospects are very encouraging. Contrasted with this general opinion is that of C. A. Christensen, Firestone distributor for Long Beach, who says:

"It is hard to anticipate what the winter months will bring. Although our business for the week dropped behind last week's, our books show an 80 per cent. increase over the first half of November, last year. About 20 per cent. of our sales are balloons and 80 per cent are high pressures and pneumatic truck tires. Our stock is about normal for this time of year."

"While our stock is a little above normal for the beginning of winter, we look for a slight slowing up in factory deliveries before the winter is over," says Walter M. Pearce, of Pearce & Fulton, Miller dealers. "Our sales were 25 per cent ahead of last week and double the volume for the same period last year."

"With another 15 or 20 per cent raise expected, prospects for the remainder of the month are good, but what the reaction will be is hard to tell."

Richard Bixby, of Bixby & Adams, Goodrich distributor, reports a 40 per cent increase over last week and 60 per cent. over a year ago this time. Truck tire sales constitute 75 per cent. of the sales with this concern, with solids selling 45 per cent. and semi-pneumatics and pneumatics making up the balance.

Practically all reports received indicated an increase in stock at the present time over the same period last year. It is the general opinion of dealers that regardless of advancing prices the tire market will remain good for some time to come.

### WACO DEALERS FAVOR STANDARD BALLOONS

Waco, Tex., Nov. 24.—Waco tire dealers are unanimous in declaring their indorsement of the movement to standardize balloon tire sizes.

"I am very much in favor of balloon tire standardization," says D. T. Hicks of the Hicks Rubber Company.

Guy C. Brown of the Brown Tire Company, Goodyear distributor, came out strongly in favor of balloon standardization.

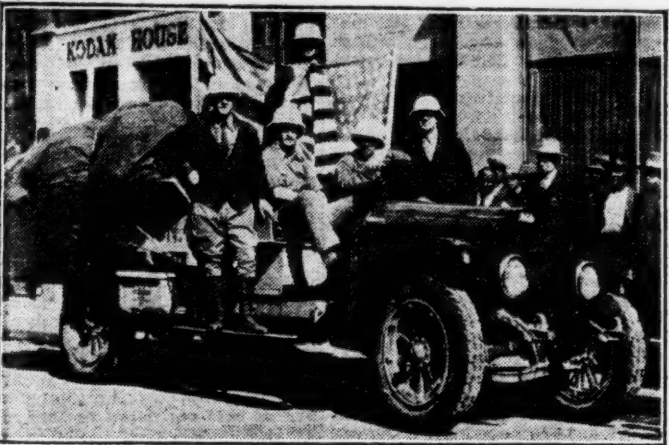
"I think that a straight 21-inch rim is what the matter will ultimately devolve into," he declared. "Many of the tires have already been standardized and the others are bound to follow. There is certainly no argument against it."

Other local dealers concurred with these views.

### AUDITOR ON ROUNDS

Jonesboro, Ark., Nov. 24.—A. A. Swiley, traveling auditor for the Kelly-Springfield Tire Company, was recently here and planned to go to Arizona to spend some time.

THE DENVER-AFRICAN EXPLORATION PARTY riding on General tires in their quest for the missing link in the jungles of South Africa. The project is financed by a group of Denver business and professional men, headed by Dr. C. E. Cadle, experienced African hunter, traveler and research worker, who is seen standing on the running board of the White truck.



## Auto Production Boosts Shipments of Balloons

NEW YORK, Nov. 24.—Heavy production of automobiles in that month, with the result that shipments of this type of casing again started on an upward trend.

During the month shipments totaled 1,171,157, against 1,053,625 in August and 398,324 in September, 1924, according to statistics compiled by the Rubber Association of America, representing about 75 per cent. of the rubber and tire industry.

As in the preceding month production declined in September, totaling 1,235,022, compared with 1,418,347 in August and 479,755 in September a year ago. Inventories September 30, 1925, were the highest for any month on record, amounting to 2,051,377, or about 1.9 months' supply based on September figures. At the end of August inventories totaled 2,023,580. On September 30, 1924, they were 850,430.

In September production of high pressure casings, cord and fabric, exceeded shipments by 264,443. The decline in cord shipments was greater than in fabric shipments, compared with the previous month. Deliveries of both types in September totaled 2,255,870, against 2,516,533 in August and 3,005,915 in September, 1924.

The large number of automobiles being equipped with balloon casings by manufacturers is reflected in the decline in high pressure tire shipments. Inventories at the end of September amounted to 3,709,597, against 3,422,362 on August 31, and 3,673,975 on September 30, 1924.

Production amounted to 2,520,313 in September, 2,786,883 in August and 3,051,123 in September a year ago.

Shipments of high-pressure inner tubes in September were below production, totaling 3,801,442. This was a decline of 300,718 from August deliveries and 1,021,597 under the deliveries in September, 1924. At the same time production also declined, while inventories showed a gain over the previous month. Inventories September 30 amounted to 5,351,879, compared with 4,970,360 at the end of August and 5,153,778 on September 30, 1924. Production in September totaled 4,135,336, against 4,436,578 in August and 5,039,594 in September a year ago.

Solid and cushion tire shipments totaled 51,633 in September, the lowest for any month since February, 1925. In August manufacturers shipped 57,117 and 59,581 in September, 1924. Production was lower than during the previous month, totaling 65,309, against 75,166 and 54,106 in September a year ago. At the end of September there were on hand 181,240 solids and cushions, against 170,419 on August 31 and 179,927 at the end of September, 1924.

## Tire Notes

### MICHELIN DEALER

Fort Smith, Ark., Nov. 24 (U. T. P. S.).—The Sutton Tire Company will take over the distribution of Michelin tires in thirteen Arkansas counties on December 1, according to Doss Sutton, manager. Tires will be placed in the O. K. warehouse here and distributed from Fort Smith to towns in the thirteen counties, Sutton said.

### JOINS RUBBER COMPANY

Salt Lake City, Utah, Nov. 24.—J. H. Oleson, well known in local mining circles for several years past and at one time general purchasing agent for the big Utah Copper Company and associated companies, has become associated with the Mountain States Rubber Company on Motor Avenue as vice-president and sales manager.

### USED TIRE SHOP

Rockford, Ill., Nov. 24.—Peter L. Erb, for six years with the Williamson Motor Company, has opened his own used tire shop at 217 South Church St. The firm will operate as the Rockford Tire Marketing Company.

### RADIO PROGRAMS

Little Rock, Ark., Nov. 24.—The Firestone Tire and Rubber Company of Akron, O. has made arrangements to broadcast a program from Rainbow Garden, this city, two Mondays each month, from 10 to 11 p. m. Rainbow Garden has been doing broadcasting through KTHS at Hot Springs, Ark.

### TIRE DEALER MOVES

Evansville, Ind., Nov. 24.—R. E. Rogers, president of the Lee Tire Sales Company, Owensboro, Ky., has moved to Evansville where he will establish his residence for several months.

### NEW TIRE STATION

Canton, O., Nov. 24.—The Colaner Tire Company has obtained a lease on the property at the corner of Cleveland Avenue and 6th Street, N. W., and will convert it into a modern tire distributing and service station. Considerable remodeling will be done to the structure and the Colaner Company will assume charge about January 1, it was said. Herman, John and Nathan A. Colaner are members of the firm.

### TIRE COMPANY BUILDS

San Antonio, Tex., Nov. 24.—The Quick Tire Service Company of this

## MOHAWK CO. HEAD HAS REAL CAREER

Akron, O., Nov. 24.—One of the oldest men in the rubber industry today is S. S. Miller, president of the Mohawk Rubber Company, who has been in this business for nearly thirty years.

Miller came to Akron at the age of 12, when the chief industries of the city were the reaper, mower, cereal and sewer pipe. Miller followed in the footsteps of his father, entering the employ of the Excelsior Reaper and Mower Company, later going to the Aultman & Miller Company, which manufactured reapers and mowers on the present site of the International Harvester Company.

After twenty years when Miller climbed through the ranks of this organization to foreman of the binder department, he accepted a position with the old India Rubber Company, of which J. F. Seiberling was then organizing. This company had no connection with the present India Tire and Rubber Company.

He learned the manufacture of solid rubber carriage tires here and when C. W. Seiberling founded the Goodyear Tire and Rubber Company in 1898 Miller went with them, becoming Goodyear's first superintendent. In 1900 the Kelly-Springfield Tire Company started to manufacture carriage tires and, knowing of Miller's ability to handle men obtained his services. From then on until 1912 Miller remained with the Kelly-Springfield company and contributed largely to its success and growth.

In 1913, when the rubber industry was growing by leaps and bounds, Miller decided to have his own business, so he left the Kelly-Springfield company and with a group of Akron men helped found the Mohawk Rubber Company, which was incorporated for \$350,000, taking over the plant of the old Stein Double Cushion Tire Company.

In 1923 when Pillmore retired from the presidency of the company, Miller assumed the presidency at the age of 67, an age when most men have retired from active business.

Mohawk sales under Miller's complete direction amounted to \$2,300,000 in 1923. In 1924 the men reached the mark set for them and passed it with sales reaching \$3,726,000, which is indicative of the spirit of loyalty and co-operation Miller is able to instill in his men.

A figure of a \$1,000,000 increase in sales was set for 1925 and from present indications this volume will be reached by December 31, as Mohawk sales for the first nine months of 1925 were \$4,443,000 and the present rate of business is expected to carry it well over \$5,000,000 before the end of the year.

### CONCORD DEALER DOES MUCH TIRE VULCANIZING

Concord, N. H., Nov. 24.—Increased cost of automobile tires has doubled the work of vulcanizers, according to Jerry F. Harrington of Harrington Brothers Tire and Battery Station here.

"There was a time," Harrington declares, "when it was just a matter of economy to have tires repaired. But with the great increase in the price of new automobile tires, it has now become almost a necessity, automobile owners believe."

Harrington Brothers have made preparations for the steadily increasing business by the addition of several machines for vulcanizing work.

## Firestone Makes New Truck Tire

Akron, O., Nov. 24.—The Firestone Tire & Rubber Company has placed a new series of truck tires on the market to be used for heavy duty purposes on light trucks.

The new tire is of solid construction, built upon a pneumatic tire base, permanently attached to a demountable rim of standard size.

It is being produced in smaller sizes, primarily intended for use on 1 and 1½ ton trucks now using from 30x3½ to 33x5 tires.

Firestone engineers designed the tires to meet the demand for a readily changeable solid truck tire which could be used to replace regular pneumatic casings for heavy work.

Although experiments have been carried on for some time past the tire was first prepared for the market during the past few days. It is being produced in the standard rim sizes for all light trucks.

### NEW WAREHOUSE

Youngstown, O., Nov. 24.—Announcement is made of the opening of a new tire warehouse here by the United States Rubber Company at Holmes and Madison Streets. The company will have a complete plant and service station, with E. L. Priham as manager.

## More Than A Newspaper An Institution

The Automotive Daily News is more than just a daily trade newspaper—it is a great institution for a likewise great industry. It had reached this high pinnacle through its honest and unbiased editorial policies. By giving all the news of the whole automotive field WHILE IT IS NEWS. Because it is for every man connected either directly or indirectly with the industry. And there is another reason: Because the Automotive Daily News contains:—

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## TIRE SITUATION IN FRANCE TOLD

### Correspondent Writes Of Various Phases of Industry

Special to the Automotive Daily News.  
Paris, Nov. 24.—The three dominating factors in the French tire industry are Michelin, Goodrich and Dunlop. All three operate factories in France and they admittedly represent France, America and England as regards financial interests, although all three are a source of wealth for the country through the employment they procure to thousands of workers and the activity they create. Minor French makers are Bergougnan, Hutchinson, Persan.

Importers doing an appreciable business in tires made in other countries are Goodyear, from America; Englebert, from Belgium, and Pirelli, from Italy. A few other American makers have made a half-hearted effort to take a place in France, but were evidently unprepared to face the conditions created by the special character of the market and soon dropped out.

Continental tires, hailing from Germany, and Prowodnik tires, from Russia, were sold before the war and the former held an important place, but they now are entirely out of the market.

The salient feature of the French tire market is Michelin's position. Besides having been the first rubber firm to successfully apply pneumatics to a self-propelled machine and having for years enjoyed what practically amounted to a monopoly in the then leading automobile country of the world, Michelin has the advantage of being the truly national make.

Both Goodrich and Dunlop got their start in France long after Michelin was well under way and had practically cornered all the trade outlets. Michelin was further strengthened by the fact that he introduced cord tires in France ahead of his competitors.

Michelin concentrates on pneumatics exclusively and puts up a fierce fight to hold his favored position. He dabbled for a time in bicycle tires, but soon gave them up. Goodrich makes a relatively small quantity of solid tires, mostly as a commercial help intended to respond to the desires of that class of dealers who want to carry a complete line.

His sales in France in the pneumatic line are second only to those of Michelin, and are progressing faster than car registration, which shows that he is making inroads on the leader's grounds. Dunlop makes pneumatics for both automobiles and bicycles, and besides, makes solid tires in large quantities. His bicycle and solid tire sales are especially heavy, his main competitor in the solid line is Bergougnan.

Bergougnan cuts no figure worth mentioning in the pneumatic line. Goodyear's entry on the French market is but recent, and he carries the handicap of importing his tires, besides that of having found all worth-while dealers booked up by the older firms. He puts his effort mostly on big balloon tires, and is acquiring public prestige in that special line. Hutchinson does little in car tires, but makes special efforts in the bicycle and motorcycle lines, in which he is Dunlop's worthy competitor.

Englebert, a big figure in Belgium, is trying hard to gain French prestige and competes with Dunlop in trying to secure the favor of racing men as an advertising asset. The commercial results he obtains are, however, not in keeping with the effort.

Pirelli made a big advertising drive after the war, but did not secure results, or preferred to drop out willingly. He still keeps headquarters in Paris, but does little business. He has the prestige attached to the many victories of Italian racing cars, which use his tires exclusively.

Michelin's factory, as is Ber-

## Motorists Pay Big Sum to Road Work

Olympia, Wash., Nov. 24.—Based on actual receipts up to November 1, experts in the office of the state treasurer estimate that the state highways will receive \$8,000,000 from motor vehicle license and gasoline tax receipts this year. Of this amount, about \$4,980,000 is from motor vehicle licenses and about \$3,020,000 is from the gasoline tax. Figures at the License Department show that up to November 1, 340,761 sets of license plates had been mailed out during the eleven months of the 1925 license period.

gougnan's, is located in Clermont-Ferrand, the French Akron. He also has a plant in Italy and manufacturing interests in Germany. The rumor is widely circulated that he recently acquired considerable ground in England to erect a plant right in Dunlop's stronghold, thus securing additional strength in his fight against the British firm, which he seems to consider as a personal enemy.

Goodrich has had a plant in France since 1910, and has recently acquired factories in England and Germany.

Tire prices in France are uniform. There is no open price war. Michelin's methods have caused all other tire makers to agree between themselves to follow his prices, and never take the initiative. Within twenty-four hours after the announcement of a Michelin price change all other makers make their own announcement of the same change.

This situation is the source of much irritation for Michelin, a privately owned concern, headed by Andre Michelin, who has never consented to even consider the possibility of co-operation with the other tire concerns in the field.

(To be concluded in the next issue.)

## Many Automotive Patents Issued

Special from A. D. N. Washington Bureau  
Washington, D. C., Nov. 24.—Automotive patents of importance issued during the current week follow:

Andrew G. Gustafson, Aurora, Ill., bumper-bar attachment; Edmund C. Belinger, Atlanta, Ga., steering means for tractors; Selmer A. Kraft, St. Paul, Minn., hydraulic clutch; Harry O. Nine and Raymond A. Knight, Canton, O., snubber; George H. Glade, Jr., Chicago, Ill., automobile light; Alexis C. Lindgren, St. Charles, Ill., assignor by mesne assignments to Fred Gerlach and Arnold B. Keller, Chicago, clutch; Frederick C. Whittington, Evanston, Ill., vehicle searchlight; Henry John Wilson, Newton Abbott, England, shock absorber; Charlton D. Stewart, Berkeley, Cal., assignor to the Westinghouse Airbrake Co., Wilmerding, Pa., vehicle brake; Clinton Costelloe and Sherm G. Stoll, Hammond, Ind., automobile radiator; Emmet W. Foran, Custer, S. D., sleeve-valve motor.

Francis J. Jimerson, Athens, Pa., assignor to Ingersoll-Rand Co., Jersey City, N. J., motor; William O. Wetmore, Douglas, Ariz., vehicle tire; Harry N. Atwood, Monson, Mass., assignor to Rubberwood, Inc., Lawrence, Mass., three patents, pneumatic vehicle wheel; Allen O. Carpenter, Corning, N. Y., assignor to Ingersoll-Rand Co., Jersey City, governor controller for inter-combustion engines; John W. Hill and Henry C. Hill, Wyoming, O., automatic speed controller; Edward B. Thomas, Cincinnati, O., assignor one-fourth each to Edward Dieher and Sydney W. Williamson, Cincinnati, traction device for automobiles; Charles C. Fulton, Mendon, Mo., radiator heater; Chester F. Allcutt and Harry R. Van Deventer, Pittsburgh, Pa., automobile tire-chain connector.

Frank L. Morse, Ithaca, N. Y., chain gear transmission; Joseph Richardson, Surrey Hills, and Albert L. Henderson, Kensington, Victoria, Australia, heater for automobiles; Richard C. Wittman, Hilary F. Wittman and Edwin A. Wittman, St. Marys, Pa., tractor attachment for burning in bearings; David D. Buick, Detroit, Mich., carburetor; Eldin M. Perry, Washington, D. C., endless runner for motor trucks; Harry C. Smith and Percy R. Cocke, Milwaukee, foot controlled dimmer; Burr S. Rogers, Lindsey, O., assignor one-sixth each to Edgar Rogers and Floyd Rogers, one-eighth each to C. L. Roker, R. E. Bloker, D. H. Overmyer, Fred C. Magis, all of Lindsey, O., clutch, pedal lock; Richard C. Kaime, New Haven, Conn., assignor to the English and Merick Company, New Haven, latch for vehicle doors.

Franz Madler, Berlin, Germany, assignor to Maeder Engine Corporation, Cleveland, O., internal combustion engine; Leon Salvo, Billancourt, France, assignor to Louis Renault, Billancourt, carburetor; John E. Woodbury, Worcester, Mass., front wheel brake for automobiles; John L. Burns, Syracuse, N. Y., friction clutch; Leroy C. Leazar and Frank S. Leazar, Chicago, steering wheel lock; Karl Baumanna, Urmston, England, assignor to Westinghouse Company, radiating or cool-

## Registration of Cars in Various States Jumps

Carson City, Nev., Nov. 24.—All records for registration of automobiles in Nevada have been broken this year with 20,582 cars registered.

In 1913 registrations showed only 1,091 cars, while 1920 came through with 10,464.

This state continues to improve as an automobile market in direct proportion to the road development. Nevada's road program, with Federal aid, is going forward rapidly.

### PENNSYLVANIA

Philadelphia, Pa., Nov. 24 (U. T. P. S.).—During the first nine months of this year, 1,325,849 motor cars were registered in Pennsylvania. This is an increase of more than 100,000 over the same period in 1924. Up to the present 60,000 licenses have been taken out for 1926.

### OREGON

Salem, Ore., Nov. 24 (U. T. P. S.).—Fees collected by the secretary of state for the registration of motor vehicles of all kinds, chauffeurs and operators for the period January 1 to September 15, 1925, inclusive, amounted to \$5,234,034.67, an increase of \$562,830.07 over the collections for the same period of 1924.

### MINNESOTA

Minneapolis, Nov. 24.—Examination of Minnesota motor vehicle registrations for the year, which are passing the 550,000 mark, shows that more than ten times as many automobiles are owned in the state as compared to ten years ago. Private motor trucks have increased during the last eight months to 40,010 from 37,445.

### SOUTH CAROLINA

Columbia, S. C., Nov. 24.—An increase of almost 3,000 automobiles in the first ten months of

1925, as compared with the whole year in 1924, is revealed by the last report of the State Highway Department's Bureau of Motor Vehicles, indicating that the registrations through October 31 number 149,368 automobiles. The total number of automobiles registered during 1924 was 147,530. The state collected during the first ten months of this year \$1,760,409.59 through the license tax.

### NORTH DAKOTA

Fargo, N. D., Nov. 24.—North Dakota shows the largest proportionate increase in the number of motor cars registered of any state in the Northwest, according to figures compiled by the State Highway Department. The total number of cars registered in 1924 was 111,050, while for the first six months of the current year 126,106 cars were registered, an increase for six months in 1925 of nearly 8 per cent. over the entire registration for the preceding year.

### IDAHO

Boise, Ida., Nov. 24 (U. T. P. S.).—There are registered in the state of Idaho at the present time 79,000 automobiles and trucks, of which 71,000 are passenger cars and 7,000 are trucks. It is expected that the total registration this year will be in excess of 80,000. One thousand cars in the state are exempt from taxes.

### RACING DATE SET

London, Nov. 24 (U. T. P. S.).—The Auto-Cycle Union has arranged the following fixtures for 1926:—May 3 to 8, six days' stock machine trial, Buxton; June 14 to 18, tourist trophy races, Isle of Man; July 16 and 17, sporting trial for private owners; August 16 to 21, international six days' trial, lake district; during September, commercial sidecar demonstration.

## BETTER PRACTICE ASSISTS PUBLIC

### Consumers Benefit by Industry's Improved Technique

Special from A. D. N. Washington Bureau  
Washington, Nov. 24.—Many improvements in the technique of industry, with accompanying benefits to the public, are set forth in the annual report of the United States Bureau of Standards submitted to Secretary of Commerce Hoover today by Director George K. Burgess.

Dr. Burgess reports that during the year the bureau completed 171,196 tests, an increase of 26 per cent. over the preceding year. The character and scope of these tests included a wide range of automotive products, especially motor oils, brake linings, storage batteries and important research work on rubber and tanning.

Large savings in the oil industry are anticipated in consequence of the bureau's work in the standardization of oil-well casing threads. As single casings may be worth from \$50,000 to \$75,000, and since this work will greatly increase the safety of their threaded joints, large savings are likely to result, it is pointed out.

The circulation of a warning concerning the use of so-called "patent electrolytes" in storage batteries is another important move on the bureau's part to safeguard the public's interests, it is stated in the report.

"The bureau's work on internal combustion engines," the report says, "has advanced to a point where experts state that, through suitable engine design, economical use can be made of the less volatile fuels, which may be more widely used in the future." Other research of interest to motor car manufacturers deals with the efficiency of brakes and the reaction time of drivers.

Thirty-five simplified practice recommendations have been accepted, covering a great variety of commodities, the report states.

## Foreign Inquiry For U. S. Products

Washington, Nov. 24.—Opportunities for the sale of American made automotive products in various parts of the world are contained in a list of inquiries made public today by the Automotive division of the Department of Justice. To obtain the information as to the identity and address of foreign importers, manufacturers may communicate with any of the bureaus of the department, or direct to the department, giving the number of the inquiry or inquiries. The list follows:—

Egypt—17865, trucks, motor, 4-ton, second hand, 48.  
Germany—17883, accessories and novelties; 17866, automobiles, cheaper models; 17888, fuel oils; 17885, gasoline; 17887, kerosene; 17884 and 17883 lubricating oils and greases.

### AGENTS

Belgium—17867, accessories, novelties and spare parts.  
Czechoslovakia—17873, accessories.  
Germany—17870, motor trucks, 1½ tons; 17854, tractors.  
Honduras—17872, automobiles and accessories.  
Lithuania—17876, automobiles and accessories, low prices; 17869, motorcycles and accessories.  
Norway—17871, accessories.  
Singapore, Straits Settlements—17725, agency for automobile spare parts.  
Caracas, Venezuela—17332, agency for automobiles.  
Ciudad Juarez, Mexico—17740, purchase of fire engines.  
Guatemala City, Guatemala, 17827, agency for motor trucks.  
Bogota, Colombia—17722, purchase of underground storage tanks.  
Bandon, Ireland—17723, purchase and agency of trucks or truck chassis, electric.  
Fiume, Italy—17724, agency for windshield wipers, automatic, electric.

### CARS CHOKE BRITISH ROADS

London, Nov. 24 (U. T. P. S.).—Automobile registration is out-pacing highway construction here was the gist of a speech made by Sir Henry P. Maybury, British director general of roads, to a meeting of municipal and county engineers. His ambition is to make British roads second to none in the world.



# How to Budget the Car Dealer's Business

## Expert Outlines Steps In Controlling Costs

By H. M. FANCHER, C. P. A.  
Treasurer, Tom Botterill, Inc., Hudson-Essex Distributor,  
Denver, Col.

**B**UDGET control in business is a plan for co-ordinating and directing all the forces in an organization toward the attainment of a definite goal. In the automobile business today, no one thing is needed more than this, because the days of keen competition are here and that means better management and better understanding of the economics of business, if one is to survive.

Considerable thought has been given to this subject in the last year by associations and trade papers and most of the dealers of the country have a fair idea of what it is, but many are fearful of undertaking it because they feel that it is too complicated and where it is a splendid thing for the government and some businesses, it is not applicable to their business. I will grant that budgeting in all its ramifications is complicated, but the automobile dealer in attempting it should not consider it in all its ramifications but approach it slowly a little at a time, understanding each step as he goes along and elaborating on it as he progresses.

### The First Steps

To help those who are interested in attempting it, I am going to lay before them the first simple steps and I know that any dealer who will follow this outline will have little difficulty in making a successful installation.

Before I do this though, I want you to have a clear comprehension of what budgeting is. Stripped of all its high sounding names, it merely is planning the activities of your business in advance, before they happen, rather than worrying over the mistakes that have been made and the money that has been lost after it has happened and too late to remedy it. It sets up a plan of action for each department of your business, a fixed goal for every one in your organization to strive for. It makes your business more interesting to you and infinitely more interesting to your department managers and to your employees. Every one likes to engage in something in which a definite goal is set rather than in something that just goes along and soon becomes mechanical.

### Right Foundation

Of course one must also realize that before one can establish budgeting control in his business he must have the right foundation, which is correct accounting.

For purposes of this article let us say that Bill Jones on Main Street, somewhere, sets up a sales quota for a year as follows:—

Sales, new cars, \$50,000; sales, used cars, \$12,500; sales, parts and accessories, \$17,500; sales, shop labor, \$7,500; total sales, \$87,500.

Having set for himself a task of selling \$87,500 worth of merchandise, his next thought is—what should be my return on this amount of business? He sets this goal at 5 per cent. of \$87,500, or \$4,375.

### Sales Costs

With these two facts determined he proceeds as follows:—

He finds his gross margins on his sales to be 22 per cent. on cars and 25 per cent. on parts and accessories and labor. His cost of sales would then be as follows:—

New cars, \$39,000; used cars, \$12,500; parts and accessories, \$13,125; labor, \$5,625; total, \$70,250.

Subtracting this total of \$70,250 from \$87,500 total sales, he finds he has a gross margin, be-

**T**HIS second article by H. M. Fancher, one of the country's foremost authorities on car dealer finance, is a sequel to the one on accounting which appeared in the November 16 issue of the Automotive Daily News. He explains here just how to go about putting your business on a budget basis. He has reduced the proposition to the simplest terms, and has eliminated the confusing language and complications that make so many plans of this nature hard to understand. It will pay you to read it.

5 per cent. of \$87,500, his profits were \$4,375. He has the remaining \$12,875 with which to pay the expenses of running his business for one year.

His next plan is to then intelligently distribute this expense of \$12,875 among the different departments of his business on the most equitable basis he knows of. This basis he arrives at by using the experience of his own business and facts and figures furnished him by reliable authorities.

### Division of Items

He decides that his direct cost for selling \$50,000 worth of new cars will be \$4,500, or 9 per cent. of \$50,000, divided as follows: Commissions, \$2,500; advertising, \$1,000; supervision and other expenses, \$1,000. Total, \$4,500.

To sell the \$12,500 worth of used cars he decided will cost him \$1,750, or 14 per cent. of \$12,500, made up as follows: Commissions, \$625; advertising, \$625; Loss on sales, \$250; supervision and other expenses, \$250. Total, \$1,750.

To sell the \$17,500 worth of parts and accessories will cost him \$1,400, or 8 per cent. of \$17,500, divided as follows: Salaries, \$875; delivery, packing and other expenses, \$525. Total, \$1,400.

For the general administration of his business he finds the cost will be \$5,225, or 6 per cent. of \$87,500, his total sales.

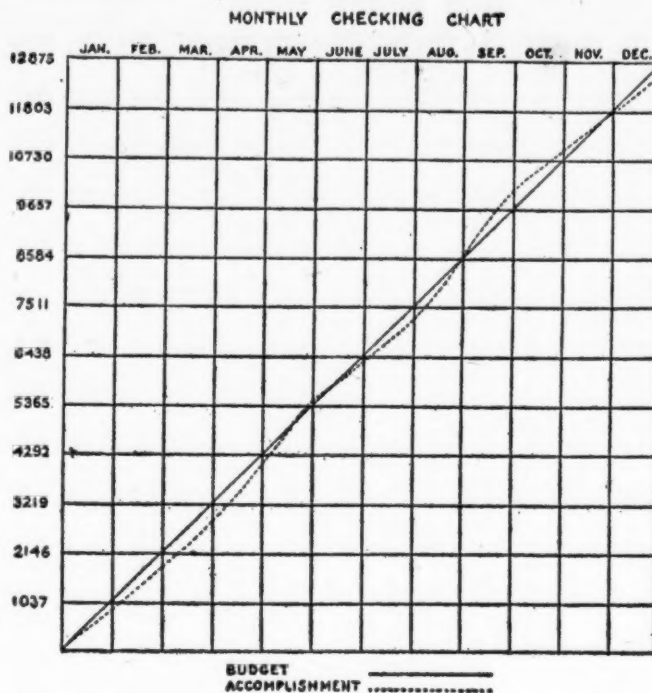
He decides to pro-rate this as follows:—

Bad accounts, \$200; depreciation, \$225; general salaries, \$2,000; insurance, \$450; interest, \$650; legal expense, \$50; licenses, \$75; light, heat, power and water, \$175; other expense, \$75; rent, \$850; stationery and printing, \$200; taxes, \$200; telephone and telegraph, \$75; total, \$5,225.

The total of these four items (\$4,500, \$1,750, \$1,400, \$5,225) he finds exactly equals \$12,875, the amount set aside for this purpose.

### Checking Results

With these steps accomplished, the most important part of budgeting begins, the checking of actual results with the budget, detecting differences and



**T**HE use of some such chart as the one reproduced above is suggested by the author of this article in connection with the working of a budget system. It compares your budget figures for the year with the actual expenditures and enables you to tell at a glance just where you stand at any time.

## Dealer's Methods Keep Car Before the Public

"I AM a firm believer," says A. E. Gustafson, of the Montclair Flint Company, Montclair, N. J., "of doing everything to keep my car before the public, not only at the various holiday seasons, but throughout the entire year. I believe in making every day, rain or snow, sun or wind, count."

"I have found that newspaper advertising, publicity stories, etc., all help toward this end. Whenever an item of interest appears in the newspapers regarding the particular make of car I am selling, I make it a practice to have these clippings reproduced and mailed out to a selected list of both present and prospective car owners."

"The recipients of these clippings are followed up by my salesmen on a systematic basis. Each salesman is given a specified number to call upon each day. The call alone, however, is not sufficient. My men are instructed to secure every bit of information available regarding the prospect—correct name and address; type of car owned (if any); type of residence, neighborhood, etc. All of this information is kept on file and is instantly available."

"Each letter sent out is 'keyed.' By doing this, whenever a prospect enters the showroom and his name and address are secured, I can immediately tell whether or not his visit re-

sulted from a direct by mail inquiry or call."

"Another method through which I have met with considerable success, is that of having a moving picture slide, showing the car, together with my name and address, exhibited at the local moving picture houses. If this slide is so operated that it remains stationary for about two minutes, I have found that it makes a profound impression upon the audience. By having this slide exhibited just prior to the feature picture, I have discovered that the theater-going public are more apt to remember it than if it was shown in the earlier part of the program."

"In my particular territory parking regulations are somewhat strict. Therefore, rather than leave my cars parked in front of my place of business and run the risk of an entanglement with the police authorities, I hit upon a plan of parking the car or cars, in a different section of the town. The result of this can be ascertained from the fact that people have entered my showroom and have told me that they saw the car in such and such a neighborhood and admired it very much."

"Sales are not made, and I do not think they ever will be made, by 'parking' oneself at a desk and waiting for people to come in with a check and walk out with a car. Sales must be gone after, especially in a suburban town, each and every day."

### FOLLOWS UP GREASING CUSTOMERS

Putnam Alemite Service, Canton, O., keeps tab on all cars it services.

When officials of the company believe the car has traversed 500 miles, a letter is mailed to the owner, calling his attention to the fact that the car should be in again for lubrication. To be exact, it mentions the last date the car was in for lubricating and warns the owner that neglect is costly.

This concern has just made improvements to its plant here which makes it one of the largest

## Required to Own Demonstrators

**A**S a policy preventing the unfavorable public reaction to customers being delivered cars which have undue mileage as demonstrating vehicles, the Harter B. Hull Company, Dodge Brothers dealers, Memphis, Tenn., has begun a plan whereby the salesman owns his demonstrating car and uses it practically exclusively for sales-solicitation and demonstrating work. This eliminates the use of new vehicles for this more or less damaging work.

The plan has been in operation for a sufficiently long period as a test plan to be regarded highly by the management and the customers as well as the salesmen. Salesmen are helped to finance their cars and the firm allows a certain per day operation cost which is calculated to defray the total expense of ownership of the car by the men. They are given the privilege of selling the car as a used or demonstrator car after, but not before, a six months period.

Under no case are they permitted to advertise or describe the car as other than a used car. The types in use by the salesmen are diversified to permit practically every type in the Dodge Brothers line being owned by one or more salesmen, and in cases where display is required of another type than owned by the salesman exchange is made for the period with the man owning the type required.

Only in rare cases, where the prospective customer desires to have shown to him at his residence the exact new car which he is contemplating buying, is the new car run out of the delivery room. In cases where a customer desires a car which has been "broken in" by some mileage to overcome the original stiffness this is handled by the salesman under the direction of the customer.

New men joining the organization are given a few weeks' initial test before a car purchase is arranged with them, in order to insure against making of a car arrangement which would soon be discontinued.

## Letters Bring in Many Sales

J. D. McInnes, Jr., sales manager of the Hemphill Motor Company, Oakland-Marmon distributor, of Kansas City, is trying out a special direct mail campaign to sell new cars.

Results have been more than pleasing, Mr. McInnes says.

He uses the following plan:— Ten thousand names were selected from the state motor vehicle registration lists, of motor car owners in Kansas City and environs, whose cars were two or more years old.

To these 10,000 persons letters and advertising matter were mailed, inviting an inspection of the motor cars at the company's showrooms, 24th Street and Grand Avenue.

Within six days after the last letter had been mailed enough sales had been made to cover the cost of the entire advertising campaign.

"All sales were directly traceable to the mail campaign and were to persons who never had been touched by the salesmen, but who came voluntarily to our showrooms to buy. They had been 'sold' on our cars from the advertising matter mailed them," Mr. McInnes said.

Besides the sales so far made, a large list of live prospects has



## Dealer Activities

### PEERLESS DEALER BACK FROM BUSINESS TOUR

Duluth, Minn., Nov. 24.—H. C. Johnson, who has the Peerless dealership for Duluth and the range, has just returned from a tour of his territory. He reports that business has been increasing in the iron mining country in the past few weeks and that the activity is reflected in the interest shown by prospective customers in the higher priced automobiles.

### NEW CHRYSLER DEALER ESTABLISHED IN TEXAS

Tahoka, Tex., Nov. 24.—Buster Fenton and Ira Doak have just opened a new Chrysler salesroom here, under the name of the Fenton Motor Company.

### GARDNER CARS ADDED BY SCHENECTADY FIRM

Schenectady, N. Y., Nov. 24.—The Stone Motors Company of 102 State Street, Apperson and Davis dealer, will hereafter represent the Gardner car also in the Schenectady district.

### DOYLE AND SHAFER TO SELL HUDSON-ESSEX

Los Angeles, Nov. 24.—Conan A. Doyle and Art Shafer, two of the best known sales executives on Los Angeles' Automotive Row, have joined forces and leased a spacious showroom at 853 West Washington Street, where they have established a metropolitan dealership for Hudson-Exsux automobiles.

### TO SELL MOON CARS IN FORT WAYNE, IND.

Fort Wayne, Ind., Nov. 24.—The Harrison Motor Sales Company of this city has just been designated as a dealership for Moon cars.

### FORD NAMES NERNEY AS LINCOLN DEALER

Los Angeles, Nov. 24.—The Ford Company announces the appointment of S. S. Nerney, president of the Hollywood Auto Sales Company, at 7331 Santa Monica Boulevard, as the new Lincoln authorized dealer in the Hollywood territory.

### CAMPE FORCE PUTS ON FIVE-ACT COMEDY

San Francisco, Nov. 24.—Employees of George Campe, Inc., Chrysler representative, produced a five-act comedy at their last monthly social meeting. Various forms of entertainment are offered at these social meetings, the talent recruited from employees.

### BANQUET CELEBRATES SAN PEDRO SALES

San Pedro, Cal., Nov. 24.—Don

Shortz, Chrysler dealer of this city, has just banqueted his organization as an expression of appreciation for the sales record made last month. The organization sold and delivered in October twenty-two Chryslers.

### FIRM INCORPORATES AFTER NINE YEARS

Alliance, O., Nov. 24.—Closing his ninth year in the motor sales field here, O. C. Mummert has just joined in the incorporation of the Motor Service Company. The firm name, adopted nine years ago, remains unchanged. Other incorporators are C. C. Mummert, S. A. Kinsey, C. L. Haines, S. L. Geiger and C. W. Mather. The company handles the Overland, Willys-Knight and Chandler cars.

## PERSONALS

### E. E. BARNER RESIGNS

Harrisburg, Pa., Nov. 24.—E. E. Barner has just resigned his position as vice-president and general manager of the Economy Sales Corporation, local Star and Durant dealer. He has not definitely announced his future plans, but has intimated he will be connected with the local auto trade.

### NORRIS AT PIERCE-ARROW

Chicago, Nov. 24.—Ralph Norris has been added to A. A. Crumley's sales staff at the Chicago Pierce-Arrow branch.

### WIMBERLEY TO SELL CARS

Spartanburg, S. C., Nov. 24.—H. D. Wimberley, candidate for city commissioner in the recent municipal elections, has just joined the sales department of Bennett Brothers, Buick dealers.

### TORNEY NEW SALESMAN

Decatur, Ill., Nov. 24.—Frede & Sons, Chevrolet dealers at 126 North Franklin St., have added Merle Torney, formerly of the wholesale department of the Decatur Drug Company, as salesman.

### JACKMAN VISITS CHICAGO

Chicago, Nov. 24.—Louis Jackman of the Guide Motor Lamp Manufacturing Company of Cleveland, spent a few days in Chicago last week in the interests of his firm. He is a former Chicagoan, having started his automotive career as a salesman on Michigan Avenue.

### FLORIDA CALLS SCHAU

Duluth, Minn., Nov. 24.—Carl Schau, sales manager for the Service Motor Company, Ford dealers, has just resigned and gone to Florida, where he will sell real estate in partnership with his brother, P. K. Priest, president of the company, is acting in the capacity of sales manager for the present.

### BLOEDORN SALES MANAGER

Cambridge, Ill., Nov. 24.—T. M. Bloedorn, for many years an auto salesman in Kewanee, has been named sales manager for the Tracy-White Motor Corporation in this city.

### SCOTT ON BUSINESS TRIP

Kansas City, Nov. 24.—Estel Scott, general manager of the General Motors Truck Company's branch here, has been on a business trip to Chicago, Detroit and Pontiac. In Chicago he studied the bus situation and in Detroit attended the national bus show.

### LITTLE ROCK, ARK., HOLDS ANNUAL CLOSED CAR SHOW

Little Rock, Ark., Nov. 24 (U. T. P. S.).—Little Rock's second annual closed car show was held at Rainbow Garden, November 16-17-18 under auspices of the Little Rock Automobile Association.

### GARAGE SWEEP BY FIRE

Peoria, Ill., Nov. 24.—Fire, which started in Wilbur Holloway's garage here, destroyed his stock of equipment, parts and cars, and spread to surrounding buildings, with a total loss of \$15,000.

## Out on the Coast

By John C. Wetmore



Los Angeles, Nov. 24.—As I have many times told readers of this column, California is conspicuously a credit community, and that to this credit system it largely attributes its industrial growth and the steady increase of its homeseeking and homemaking population.

In mentioning this the other morning to my old friend of Glidden tour days, Walter C. White, president of the White Company, he told me a story a bank president had related to him by way of illustration of this. Here it is:—

A young married man hurrying along the street with a five-dollar bill in his hand was stopped by a friend, who asked him what was his hurry and what that five-dollar bill in his hand meant.

"I'm taking it to the doctor," was his answer, "and thank God there are only two more installments to pay and then we'll own the baby."

Story telling, however, is not the object of this letter, which is to call attention to a business problem that almost day by day is growing more serious to California automobile merchants. The situation that is arising out here from this enormous buying of automobiles in response to the attractive long payment plans now being so extensively exploited and advertised is regarded by many conservative members of the trade not only as a future but almost an immediate menace to the motor car retailing business.

It is, in fact, already having its effect in largely increased used car stocks. Business wisecracks believe that in the end, if this keeps up, dealers will find that their credit at the banks for legitimate money needs to finance payments on new cars from the factory and other overhead expenses will be seriously impaired when the banks see from their financial statements how large a proportion of their assets is made up of unsold used cars.

Our far Western merchants have insisted that eighteen months' credit was safely conservative in view of the fact that our good roads, combined with our balmy year-round climate, assured this much less depreciation in the condition and value of cars in use. It is no secret that payments extending up to two years and sometimes longer are now being offered.

In fact, it is believed that this is enabling high-priced makers to compete as successfully as they are with Ford, buyers figuring it out that a comparatively few dollars more down and a little larger payment per month will get them almost as easily a higher grade car. Incidentally our finance companies have also slowed down used car buying by demanding one-third down and that the purchase be completed in twelve months. In view of what new car dealers offer used car buyers are naturally balking and so adding to the growing congestion in this vital section of the motor car market.

Owing to the Eastern finance companies insisting on twelve months and far Westerners on eighteen months credits, the latter are not represented in the membership of the National Association of Finance Companies.

### N. W. BRANCH MANAGER FOR OLDSMOBILE NAMED

St. Paul, Minn., Nov. 24.—Mr. Craig, for ten years vice-president of the Reilly Craig Company, Northwest distributors of Maxwell and Chrysler cars, has been appointed branch manager of the Northwest Oldsmobile factory distributing department. His headquarters are at 8th Street and Hennepin Avenue, Minneapolis.

## Classified Advertising

### CLASSIFIED RATES

5c a word (per daily insertion)  
If 6 consecutive insertions are used, the 6th insertion is free.  
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

FACTORY REPRESENTATIVES—Correspondence invited relative to openings for branch managers to represent us to the automotive jobbing trade. Openings now at Chicago, Buffalo, Pittsburgh, Kansas City and the West coast. Commission basis. Only responsible individuals with selling experience to the automotive jobbing trade will be considered. Consolidated Equipment Corp., 160 Grand St., New York, N. Y.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X, Y. Z., Automotive Daily News.

### FOR SALE

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

TILE block garage, 30x60, selling popular type car; fully equipped shop, doing good business; 1-room dwelling; good location; requires about \$9,500. Inquire C. M., Automotive Daily News.

FOR SALE—Several good patents in the automobile enclosure line including established business, stock and machinery. Address Box No. 50, Automotive Daily News.

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

### TROUBLE LAMPS

#### WONDERLAMP

Electro Magnetic Trouble Lamp.

Big money maker for agents and distributors. Every demonstration a sale.

THE WONDERLAMP CO.,  
Fisk Building, New York, N. Y.

### ELECTRICAL EQUIPMENT

#### BATTERY CABLES

For Ford, Chevrolet, Dodge, Buick, and other cars.

BUY FROM YOUR JOBBER  
CATALOGUE UPON REQUEST

Manhattan Insulated Wire Co.,  
17-23 West 60th St., N. Y. City.

## Incorporations

### WISCONSIN

Madison, Wis., Nov. 24.—New incorporations of automotive companies in Wisconsin include:—

R. A. Guttman Auto Company, Manitowoc; \$25,000; Robert A. Guttman, Paul Guttman and Albert Guttman.

Wisconsin Motor Sales Company, Madison; \$25,000; Arthur J. Buenzli, Bertrand H. Doyon and J. E. Waters; sale of autos, trucks, tractors, busses, accessories and parts.

Jobe-Landry Automobile Exchange, Milwaukee; \$25,000; financing and discounting on autos; also auto sales and service;

Alex J. Landry, Ida Landry and O. D. Jobe.

John Hancock Oil Company, Minneapolis, Minn., a corporation of South Dakota, \$700,000 authorized stock, \$162,032 paid in, \$25,000 to be used in Wisconsin; manufacture and sale of oils, greases, gasoline, etc.; represented in Wisconsin by Clare Davis, Eau Claire.

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USE IT!

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Continental Motors Co.  
Detroit Carrier Mfg. Co.  
Durant Motor Co.  
Flint Motor Co.  
Frick Brothers, Inc.  
General Motors Corp.  
Hewitt Rubber Co.  
Hupp Motor Car Corp.  
Irving Engineering Sales Co., Inc.  
J. H. Newmark, Inc.  
Johann Carhuter Co.  
Kellogg Mfg. Co.  
Locomobile Co. of America  
Manhattan Insulated Wire Co.  
New Departure Mfg. Co.  
No-Carb Sales Co.  
Oakland Motor Car Co.  
Paine-Detroit Motor Car Co.  
Pierce Arrow Motor Car Co.  
Rawlings Co. of America  
Rickenbacker Motor Co.  
Rowe, Inc. Wm. E.  
Stearns Filter Corp.  
Stewart Motor Corp.  
Terstedt Mfg. Co.  
U. S. Light & Heat Corp.  
Willys Overland, Inc.  
Wills Sainte Claire, Inc.  
Wire Wheel Corp. of America  
Wisconsin Parts Co.  
Wise Industries, The  
Wonderlamp.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.